



**THE**

**COMPLETE**

**SALES EMAIL**

**TEMPLATE**

**PACK**

## 55 Sales Email Ideas & Templates

1. Case Study
2. VIP Backstage Pass
3. The FAQ Email
4. 24 Hours More
5. Last Call Email 1 (Price Increase)
6. Last Call Email 2 (Bonuses Expiring)
7. The 4 Common Objections Crusher Email
8. The Cart Open Trigger Email
9. 24H Flash Sale Set of 4 Emails
10. 24H Flash Sale Set of 4 Emails
11. 24H Flash Sale Set of 4 Emails
12. 24H Flash Sale Set of 4 Emails
13. The Curriculum Outline With a Twist
14. The Plot Twist Email (General)
15. New Bonus Added!
16. Payment Plan Added!
17. I Re-Wrote An Entire Module...
18. Webinar Invite Email
19. Webinar Confirmation Email
20. Pre-Webinar Reminder Email 1
21. Pre-Webinar Reminder Email 2
22. Webinar Replay Email
23. Webinar Replay Email 2
24. Why Didn't You Buy? Diagnostic Email
25. What To Send Your Waitlist Email
26. Work With Me 1:1 Email 1
27. Work With Me 1:1 Email 2
28. The Affiliate Promotion Email
29. Black Friday Email
30. Cyber Monday Email
31. The Simple Survey - What MUST The Product / Service Include?
32. The Simple Survey Results + Coming Soon
33. Waitlist Just Out! Get On Now! (Soft Product Announcement)
34. Why You Should Get On The Waitlist (Waitlist Last Call)
35. The Share The Results You Can Get Email
36. Why Others Joined Email
37. The X Slots Left Email
38. The Objections Presented As Hard Lessons Email 1
39. The Objections Presented As Misconceptions Email 2
40. Breaking The Time Objection
41. The Direct Question To Messenger Email - the more personal FAQ email
42. The Problem Awareness Email

43. The Problem Agitator Email
44. Here's a Free Bonus...
45. The Why This Is Different Email
46. Share Your WHY
47. Pre-Launch Content Part 1
48. Pre-Launch Content Part 2
49. The Quick Win Email - What Can They Achieve As Soon As They Buy?
50. The #1 Question I Get
51. Your Story + Transformation
52. Beta Testers Needed!
53. I'll Tell You The #1 Thing YOU Must Do Now To Get [Result]
54. Apply Now - The I Don't Work With Everyone So Apply Now "Pre-Qualifier"
55. Apply Now - Let Me Tell You If You Are Suitable "Pre-Qualifier"

Legal Disclaimer: Please only use these emails for your own emails. I worked really hard to create these templates and reserve all rights to my work. Please do not resell or redistribute these templates in any form. Thank you!

---

## Sales Email #1: The Case Study Email

*Note from Raelyn: Feature an amazing testimonial in the form of a written case study. It is one thing for you to SAY that your offer can do a certain thing, but it is a whole other thing if you get someone who has BOUGHT to say it on your behalf. The latter is so much more powerful and gives you a lot of credibility, allowing you to make claims that you normally cannot make without sounding salesy! This is a very easy and effective way to sell your products & services.*

**Subject Line: How [Customer's Name] Got [End Result]**

**Email Copy:**

Hey [First Name]!

It's me, [Your Name], and I hope that you have been well.

Most of us already know the importance of [end goal]. Simply put, it is important to... [talk about why achieving end goal is so important]

Some of you may even think that the process of achieving [end goal] is complex and scary.

Today, I want to tell you that it doesn't have to be so. I'm here to share the good news.

I'd like to introduce you to **[Customer Name]**, a happy customer who also had her doubts but she took the leap, invested in herself, and now, has **[achieved end goal]**.

**[Background & details of customer - emphasize on traits that a potential customer may relate to]**

In just a few months **[Customer Name]** has gone from being **[how he/she felt before]** to... **[how he/she feels now]**

...all because she decided to purchase **[Offer Name]**! **[link to sales page]**

Here is a snippet of what **[Customer Name]** has said about **[Offer Name]**...

- "[End result #1 that your offer will help others achieve]"
- "[End result #2 that your offer will help others achieve]"
- "[End result #3 that your offer will help others achieve]"

You can read her full testimonial **here**.

Think it sounds great but wondering if it's really possible? If you take nothing else away from this email, know this:

Getting to **[end result]** is TOTALLY DOABLE. (Really, it is.)

**You DON'T need:**

- **[What they don't need #1]**
- **[What they don't need #2]**
- **[What they don't need #3]**

**[What you are teaching / your methodology / what your product is based around/ what makes your offer different]** is the key to you **[getting end goal]**.

And that's exactly what you get with **[Offer Name]** **[link to sales page]**, the **[describe your offer – e.g. 4-week program]** designed specifically for **[your target audience]** to **[end result]**.

You'll get... **[what will they get if they buy?]** so that you can **[how will this change their life?]**.

I know that can be scary. There are a million reasons why now is not the right time, but **[first name]**, if not now, when?

You're not alone in wondering if now's a good time, either.

[Add relevant photos & screenshots to further build trust and interest]

[Customer Name] made it happen. She took the action and because she did, she now can [describe end result achieved]. And you can too.

If you're struggling to [end goal] - then [Offer Name] is for YOU. [link to sales page]

Act fast, because this special bundle offer will disappear in less than 24 hours...

[Insert timer here]

**When you enroll in [Offer Name] [link to sales page] within the next 24 hours, you will get also these limited-time special bonuses worth \$[#]:**

- [Name of Bonus #1] (VALUE: \$#): [Describe the bonus]
- [Name of Bonus #2] (VALUE: \$#): [Describe the bonus]
- [Name of Bonus #3] (VALUE: \$#): [Describe the bonus]
- You can learn more about the fast-action bonuses here. [link to sales page]

I'm SO excited because I love giving away amazing bonuses to action-takers :)

The choice is yours. If you've ever wondered how you can do the things [Customer Name] has done, it doesn't get any better than this.

Act fast, because these limited-time special bundle bonuses will expire in less than 24 hours!  
[link to sales page]

Signing off,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

P.S. Did you see that you also get \$[#] worth of fast action bonuses when you invest NOW? Your chance to get the [Bonus #1], the [Bonus #2], and [#] other bonuses are slipping through your fingers... and if you don't act now, it'll be gone in just a few hours...

---

## Sales Email #2: The VIP Backstage Pass Email (For Courses Only)

*Note from Raelyn: Give away VIP backstage passes so that potential customers can access a small part of your paid offering. This is a great way to bring attention to whatever you're selling!*



*This email works because it teases your subscribers: They get to taste a small part of your offer but not the entire thing. Ideally, your backstage pass content will convince them that your product is legit and that it works!*

*A backstage pass also gets a lot of attention because it isn't every day you get a free preview of a premium ebook/course. It shows that you are confident in what your course has to offer.*

*The end result? You get to boost sales in a very subtle, giving manner!*

**Subject: Your 24h VIP Backstage Pass Is Here!**

**Email Copy:**

Hey [First Name]!

Today, I'm proudly sharing a **24-hour only backstage pass** to one of the [#] lectures in [\[Course Name\]](#).

With this VIP backstage pass, you get a taste of the high-quality content you can get in my flagship [\[the topic your course is about\]](#) course.

This content is normally reserved only for paying members of the program, but because you are a valued subscriber, I want to give you a sneak preview of what [\[Course Name\]](#) is like.

If you haven't already heard, the price of [\[Course Name\]](#) will increase by [#]% to \$[#] this [\[e.g Saturday\]](#) in about [#] hours... and I know that many of you want to check out how the course experience is like first before enrolling!

**This backstage pass [\[link to access sneak preview of course\]](#) - access to 1 of the [#] lectures in [\[Course Name\]](#), is my no-cost gift to you so that you can get a taste of what [\[Course Name\]](#) is really like.**

You'll get access to Module [#] in [\[Course Name\]](#), where you'll learn [\[what they will learn in the preview lecture\]](#)

Please don't share this VIP pass. Because you're a valued member of my community, I'm giving you access to my course at no charge just so you can get a preview of [\[Course Name\]](#).

Also, this is only available for 24 hours, so if you want to access it, check it out now. [\[link to Course Name\]](#)

Click here to get your backstage pass to [\[Course Name\]](#) and access the lecture normally reserved for my paying students. [\[link to access sneak preview of course\]](#)

**[Featured Testimonial Someone Who Benefited From This Backstage Pass / The First Lecture Being Accessed]:**

*"[Testimonial Here]"*

- *[Course Student's Name]*

Signing off,

*[Raelyn - add your name here]*

*[raelyntan.com - add your URL here]*

---

## **Sales Email #3: The FAQ Email**

*Note from Raelyn: I used to think FAQ emails were completely lame and do not work, until one day I was on a discovery call with a prospective high-end private client.*

*We were just about to end the call, and I directed her to my sales page to make the payment.*

*To my surprise, she started reading every single FAQ I had on my sales page out loud to me on the phone, before saying that she was buying! So people actually read the FAQs!*

*I have included a few common FAQs, but you want to add in questions that are specific to your product/service.*

**Subject: Your Questions Answered**

**Email Copy:**

Hey *[First Name]*!

It's *[Your Name]* from *[yourwebsite.com]* here :)

If you have been reading my emails, you would know that I currently have a special offer running for *[Offer Name]* *[link to sales page]*.

You get... *[describe the special offer]*

In less than 24 hours, the *[Insert Offer Name]* offer to *[describe offer – e.g. get 20% off]* will expire. *[link to sales page]*

If you miss this, you will have to *[miss out on the bonuses/ buy the course at a much higher price/ miss out on saving \$#]*.

I have received quite a few questions about [\[Offer Name\]](#), so I'm going to give answers to some of the most popular questions I've been asked today!

## FAQ 1: What is [\[Offer Name\]](#)?

[\[Answer the question\]](#)

## FAQ 2: Who is [\[Offer Name\]](#) for?

If you are someone who...

[\[Describe who your offer is for - make it easy for them to identify themselves as a suitable candidate\]](#)

...this will help you get ... [\[end goal\]](#)

Sounds like you? Click here to [\[enroll / buy\]](#) before the special offer ends.

## FAQ 3: What makes [\[Offer Name\]](#) different from other offerings?

[\[Answer the question here\]](#)

## FAQ 4: How much time will [\[Offer Name\]](#) take?

[\[Answer the question here\]](#)

## FAQ 5: Is [\[Offer Name\]](#) going to work for me to [\[end goal\]](#)?

[\[Answer the question here\]](#)

*(e.g. If you are able to follow simple instructions, I don't see why not. When needed, I even go right down to the smallest details and guide you step-by-step.)*

*(e.g. [\[Insert Offer Name\]](#) was created to be the game plan for [\[your target customer\]](#) to [\[achieve end goal\]](#) without wasting months or even years trying to trial and error your way to success.)*

*(e.g. This was specially made for you - the [\[describe your ideal customer – identify them so that they know that your offer was created to work for THEM specifically\]](#)*

*[\[Offer Name\]](#) was created to hand-hold you, providing you with... [\[summary of what they will get to reassure them that they will achieve their desired end goal if they buy\]](#))*

## FAQ 6: Should I buy now?



A wise man once said, "The best time to plant a tree was yesterday. The next best time is now."

The same applies to you. If not now, then when? Imagine where you would be in a few months if you started today. You can do this!

I would advise you to get **[Offer Name]** now, because... [e.g. You will have instant access the moment you purchase, plus lifetime access to the courses so that you can go through them at your own pace]

Importantly, **[Offer Name]** offer will be available for the next 24 hours only - after that, you will have to **[miss out on bonuses/ buy it at a much higher price/ miss out on saving \$#]**.

Click here to enroll / buy **[Offer Name]** now! ;) **[link to sales page]**

**Come **[achieve end goal]** with me?**

Okay, that's all for now! I hope that you will join us! We'll **[reach end goal]** quickly and strategically, one clear step at a time.

This limited-time special offer will only be available for the next 24 hours or so. If you miss out, you will have to miss out on **[the special pricing / special bonuses/ early bird pricing]**. **[link to sales page]**

Now's the time for you to get started. You deserve this. If you start today, imagine how your life will be like 30 days from now!

**The special offer will expire in **[#]** hours.**

**[Insert Timer]**

Click here to get **[Offer Name]** before the offer expires (save **[#]%**!) **[link to sales page]**

I look forward to running this race with you!

Take care!

Signing off,

**[Raelyn - add your name here]**

**[raelyntan.com - add your URL here]**

---

## Sales Email #4: 24 Hours More

*Note from Raelyn: Most of your sales will be made in the last 24 hours of any launch. Yes... for some reason, people ALWAYS procrastinate until the last possible moment. Thus, be sure to send a ton of emails within this window to remind them that the deadline is approaching. You don't want to miss out on a good chunk of the revenue you could have made just because people forgot about your deadline. Send at least 2 emails on the last day!*

**Subject: Heads-up: 24 Hours Left Before This Special Offer Ends!**

**Email Copy:**

Hey [First Name],

You probably would have heard a ton about [Offer Name] [link to sales page], my signature... [what is your offer about?] over the past week.

I wanted to send you an email to give you a quick heads-up that the ongoing limited-time special bundle offer for [Offer Name] will be ending in 24 hours! :)

[Offer Name] is THE complete, step-by-step system that I have created for [describe ideal customer] to [end goal].

You will get [what will they get?] to help you [end goal] by [what's the process going to be like?]

[Offer Name] has helped me [achieve end goal] and made my [business/life/etc] into what it is today...

If you've been thinking about getting [Offer Name], now's the time to do it. :) [link to sales page]

**At 11.59 PM PST TONIGHT (less than 24 hours left), all of these special bonuses will disappear forever...**

- **Limited-time Bonus #1 - [Name] (VALUE: \$[#]):** [Describe Bonus #1 - What do they get? What is the main benefit the bonus brings?]
- **Limited-time Bonus #2 - [Name] (VALUE: \$[#]):** [Describe Bonus #2 - What do they get? What is the main benefit the bonus brings?]
- **Limited-time Bonus #3 - [Name] (VALUE: \$[#]):** [Describe Bonus #3 - What do they get? What is the main benefit the bonus brings?]

These limited-time bonuses that are expiring are worth hundreds of dollars, but they are now available to you as a free bonus if you sign up for [Offer Name] now.

Click here to [\[buy now / enroll / learn more / claim your special bonuses\]](#) (and snag the special bundle offer while it's here). [\[link to sales page\]](#)

[\[Insert Timer Here\]](#)

Where will your [\[business/health/life/etc.\]](#) be [\[#\]](#) days from now?

You could continue being where you are now, and probably nothing would change. We all know that if you keep doing the same thing, you'll get the same results.

Or you could sign up for [\[Offer Name\]](#) and start working towards [\[describe the life they will live if they achieved the end result they want\]](#)...

It's your choice, pal!

I would be honored to have you in [\[Offer Name\]](#), because I know that it has all the resources and support that you need for you to [\[end goal\]](#). You can do this!

Enroll in [\[Offer Name\]](#) now and grab this exclusive limited-time bundle before it disappears! [\[link to sales page\]](#)

Signing off,

[\[Raelyn - add your name here\]](#)

[\[raelyntan.com - add your URL here\]](#)

---

## Sales Email #5: The Last Call Email (Price Increasing)

*Note from Raelyn: Make sure to send a last call email about 6 hours before the cart closes, because there will be many people who were previously on the fence OR who wanted to purchase your offer, but forgot about it because life got in the way. This email gives them the last reminder that they need. The second last call deadline email scoops up a huge percentage of your customers... so make sure you send this!*

*This last call email is more direct and shorter in length. It merely serves as a reminder and is directed to people on the fence (and people who were seriously considering buying but forgot about your offer) - forcing people to take action before the deadline ends.*

**Subject: Price of [\[Offer Name\]](#) increases in just 6 hours!**

**Email Copy:**

Hey [\[First Name\]](#),

Are you still confused when it comes to [what does your offer help them with]? [Kick off the email with a question to get their attention]

[#] years ago, I never would have thought that... [where you are today].

Just imagine where you would be [#] days from now if you start today!

As you have probably heard, the [special price / early bird price] for [Offer Name] is ending in just 6 hours.

[Insert Timer Here]

If you want to [end goal], *now's* the time to do it. [the emphasis on the NOW forces them to take action now.]

Enroll in [Offer Name] before the price increases within the next [#] hours and save \$[#!]

**You have two options now:**

Option #1 (This is the not-so-good one):

You can sit there scrolling through this email, wanting to believe but being haunted by fears and past experiences. Wanting to take action but being plagued by self-doubt...as time passes you by.

(Honestly, are you prepared to spend years struggling to [end goal]?)

Or...

Option #2 (This is the REALLY smart one):

You can choose to say YES to change in your life and take a step forward to [end goal].

You can choose to say YES to getting dedicated help to finally [end goal].

**I know what it feels like to [how they are feeling right now].**

I have specially created [Offer Name] for new [how you address your target customers] like yourself who need help with [end goal].

[Offer Name] features the exact tried-and-tested [solution / system / methodology / process / ingredients / product / program / curriculum] that I have used with countless [whoever you have helped - e.g. past customers, 1:1 private clients, yourself] to [end goal].

Once again, in 6 hours, the price of [Offer Name] will increase by \$[#]. Don't miss out!

**Check out [Offer Name] and save \$[#] if you enroll within the next 6 hours.**

See you on the other side!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #6: The Last Call Email (Bonuses Expiring)

*Note from Raelyn: Similar to the previous last call email, except that this alternate last call email template talks about the fast-action bonuses expiring instead of a price increase.*

**Subject Line: LAST CALL to get these fast action bonuses!**

**Email Copy:**

Hey [First Name]!

It's [Your Name] here. I hope you are doing well. :)

I just wanted to send you a quick email before the fast action bonuses for [Offer Name] are gone for good.

The next 6 hours can potentially change your life. Let me explain...

**At 11.59 PM PST TONIGHT (less than 6 hours left), all of these special bonuses will disappear forever...**

[Insert Timer Here]

- **Limited-time Bonus #1 - [Bonus Name] (VALUE: \$[#]):** [Describe Bonus #1 - What do they get? What is the main benefit the bonus brings?]
- **Limited-time Bonus #2 - [Bonus Name] (VALUE: \$[#]):** [Describe Bonus #2 - What do they get? What is the main benefit the bonus brings?]
- **Limited-time Bonus #3 - [Bonus Name] (VALUE: \$[#]):** [Describe Bonus #3 - What do they get? What is the main benefit the bonus brings?]

Click here to [enroll / join / sign up / buy](#) now before it all ends. [\[link to sales page\]](#)

When you enroll in **[Offer Name]**, you will...

- **[End result 1 that your target audience wants]**
- **[End result 2 that your target audience wants]**
- **[End result 3 that your target audience wants]**

Are you ready for this? Then hop on now. [\[link to sales page\]](#)

I know what it feels like to **[how they are feeling right now]**.

With **[Offer Name]**, you get everything you need to **[end goal]**... in just **[#]** days. This includes... **[What do they get? E.g. - [#] guided lectures organized into [#] modules, with accompanying workbooks, checklists and scripts, and an entire arsenal of tech tutorials.]**

**[Offer Name]** will hold your hand from start to finish and every step in between.

**[Offer Name]** is the exact secret I wished I had access to when I was **[describe how your situation was like]**. It is everything you need to **[end goal]**.

Click here to enroll in **[Offer Name]** NOW before the fast-action bonuses worth \$**[#]** will expire in **[#]** hours. [\[link to sales page\]](#)

I can't wait to work together with you!

P.S. - Scrolled to the end without reading? The fast-action bonuses for **[Offer Name]** worth \$**[#]** will expire in **[#]** hours. Click here to check them out! [\[link to sales page\]](#)

To your success,

**[Raelyn - add your name here]**

**[raelyntan.com - add your URL here]**

---

## Sales Email #7: The 4 Common Objections Crusher Email

*Note from Raelyn: No matter which niche you are in, your subscribers will likely be experiencing 1 or more of these 4 common sales objections. They are, "I can't afford this", "I don't have time", "I have no confidence in myself that I can do this", and "Now's not the right time". Amazing how sales objections can be universal, right? You most definitely would have faced these objections multiple times in your life when you bought various products and services. As an online business owner, I face these objections on a daily basis and it is our job as business owners to help our potential customers navigate out of these objections that stop them from taking that leap of faith to purchase.*



*In this email, I provide a template for you to directly address these 4 top objections head-on. Of course, you can replace the objections with niche-specific objections too. Let's crush these objections!*

**Subject Line: The 4 Secret Fears That's Keeping You Back**

**Email Copy:**

Hey [First Name],

After talking to a couple of happy [Offer Name] customers, I have realized that all of them had to get over at least 1 or more of 4 major fears before they took the leap to invest in themselves.

Today, many of them have [accomplished end goal], completely transforming their [business/health/life/etc.] in the process.

I've been talking a lot about [Offer Name] and it just occurred to me... you might be hesitant to invest because of some of these secret fears.

Hence, I see it as my duty to help you process and get past these same fears that many of my customers had as well, so that you too will go from [where they are now] to [where they want to be].

Stop [whatever they are doing now - e.g. googling for information], and start [what they should be doing].

**Common Fear #1: "I can't afford it"**

How much is [end goal] worth to your [life/business/etc.]?

[Explain how this end goal is worth so much more than the price you are charging]

*(E.g. In fact, you will be equipped with the skills and strategies that you need to [end goal] for YEARS to come. The course will pay for itself again and again.)*

Also consider this: What is the COST of NOT purchasing [Offer Name]?

How much wasted time, energy, and effort will go down the drain if you continue as you are, reading articles written by unqualified "gurus", trying to piece things together, or being frustrated daily as you try to reach [end goal]?

There's a cost to not purchasing [Offer Name]: [Explain why NOT purchasing your cost would cost them MORE at the end of the day]

If you're ready to [\[end goal\]](#), click here to get started with [\[Offer Name\]](#). [\[link to sales page\]](#)

## Common Fear #2: "I don't have time"

[\[Offer Name\]](#) SAVES you time by [\[explain how your offer saves your customer time\]](#).

[\[Explain what you are selling actually saves them time - e.g. organization, time spent researching, implementing them correctly, how it took your years to figure this out, by providing the correct strategies etc.\]](#)

If you're ready to save MONTHS of your time and shortcut your way to [\[end goal\]](#), click here to get started with [\[Offer Name\]](#). [\[link to sales page\]](#)

## Common Fear #3: "I have no confidence in myself"

Here's the thing. If you are 110% confident that you will [\[end goal\]](#), you won't need my help!

***It's my job to help people who are not confident about [\[what they are struggling with now\]](#) to reach [\[end goal\]](#).***

Also, I've created [\[Offer Name\]](#) to be as idiot-proof as possible, because... [\[Give reasons to assure your prospects that you have made it as simple as possible for your customers to get results OR show how it is very simple to use whatever it is you are selling\]](#)

*[\(e.g. If it's a course, you can explain how the way you have created the course ensures that failure rate is kept to a minimum by providing coaching calls\)](#)*

This is as good as it gets.

Click here to learn more about [\[Offer Name\]](#) before prices increase in [\[#\]](#) hours! [\[link to sales page\]](#)

## Common Fear #4: "Now's not the right time"

If not now, then when?

I'll tell you why NOW is the BEST time to join [\[Offer Name\]](#): The price of [\[Offer Name\]](#) will be increasing by [\[#\]](#)% in [\[#\]](#) hours.

You will also have lifetime access, so you can come back to [\[Offer Name\]](#) whenever it's convenient for you.

One small step at a time, [\[First Name\]](#)!

No matter how busy you are, it is much better to do something small every day (as long as it's in the right direction), than to do NOTHING at all and wait for the "perfect" time.

**Are you a bit shocked that I know your secret fears so well?**

Don't worry — I'm not spying on you! I've simply been where you are and helped hundreds of [\[how you address your community - e.g. entrepreneurs\]](#) just like you, so I can relate to your situation very well.

Plus, I have been through this myself - [\[Briefly talk about where you were previously, and where you are now – to show you have been through what they want to achieve\]](#).

**The price of [\[Offer Name\]](#) will be increasing by [\[#\]](#)% in about [\[#\]](#) hours, on [\[Date & Time\]](#)**

Now, this is huge because I have not increased the price of [\[Name\]](#) for [\[#\]](#) YEARS. In that time I have... [\[e.g. updated the course \[#\] times / ushered in over \[#\] customers, helping many of them get to...\]](#)

If you have been [\[what they are struggling with\]](#), sign up now before the price increases for good! [\[link to sales page\]](#)

I hope to see you inside [\[Offer Name\]](#) :)

To your success,

[\[Raelyn - add your name here\]](#)

[\[raelyntan.com - add your URL here\]](#)

---

## Sales Email #8: Cart Is Open Trigger Email

*Note from Raelyn: A must-have email announcing that your cart is open. Make that announcement and start your launch with a bang! The problem with most cart open emails is that they don't give the reader an incentive to act immediately... This cart open email template gives your subscribers a reason to act NOW by talking about early bird bonuses that will be ending very soon. Alternatively, you can talk about an early bird price instead. So even though it is the FIRST launch email you send out, people are compelled to take action immediately too!*

**Subject Line: [\[Offer Name\]](#) is now OPEN for [\[enrollment / sale / for you to join\]](#) (early bird bonuses!)**

**Email Copy:**

Hey [First Name],

It's [Your Name] here! I'm extremely excited now and my hands are trembling as I write this email.

**[Offer Name] is now LIVE and open for enrollment. I can't believe that we're finally at this moment!**

It's a BIG moment because I know how many of you are still [where they are now] despite being so incredibly talented and hardworking, and I've worked tirelessly to come up with the best A - Z [what your offer is about] to help with that.

If you're here, know that you definitely deserve to [end goal].

If you're done with [what they are struggling with / where they are now] and ready to say YES...

YES to [end result #1],

YES to [end result #2],

YES to [end result #3]...

Then check out the [Offer Name], because it will help you with just that.

For those of you who are fast action takers... good news!

**Enroll within the next 48 hours and you will get a special early bird bonus.**

The early bird bonus is [early bird bonus name], and it will help you [talk about why they absolutely need that early bird bonus!]

The [early bird bonus name] was designed to... [talk about why they absolutely need that early bird bonus!] It normally sells for \$[#].

Enroll within the next 48 hours and you get [bonus name] for free.

But act fast, because this early bird bonus will disappear within 48 hours!

To get all the details, click here. [link to sales page]

To your success,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

## Sales Email #9: The Flash Sale Sequence (Email 1 of 4)

*Note from Raelyn: This is a sequence of 4 must-have emails designed for you to easily conduct a flash sale during holidays, launches, or whenever you feel like it! Unless you run an ultra-luxurious premium brand, you should almost certainly be conducting flash sales to your list periodically because it will give you a huge boost in sales. This first email announces that a flash sale is happening tomorrow. This gets your subscribers excited and preempts them in advance - they start anticipating the upcoming flash sale and can't wait to hear from you tomorrow!*

**Subject: Announcement: 24h flash sale happening tomorrow**

**Email Copy:**

Hey [First Name],

I would always remember a particularly depressing night... [talk about where your prospects are at now by sharing a story from your past - agitate the problem and compel them to seek the solution that you want to sell them in this email]

**I faced a couple of problems:**

- [Point out the symptoms that your prospects are encountering now]
- [Symptom #2]
- [Symptom #3]

Did I give up? Thankfully, no. Instead, I wholeheartedly devoted myself to [the journey that your subscribers will be on].

Today, I have... [Talk about your relevant wins and successes]. I detail all my best strategies in [Offer Name].

**I have an ANNOUNCEMENT to make about [Offer Name].**

If you've been thinking about joining [Offer Name], TOMORROW's the best time to do it.

**We are running a [the occasion - e.g. Labor Day] FLASH SALE for [Offer Name] tomorrow... for just [#] hours :)**

[Offer Name] is THE [describe your offer briefly – e.g. complete, step-by-step system] that I have created for [who your ideal customers are] to [end goal].

Oh, how I wish I had this when I was first starting out!

It took me years of hard work and trial-and-error to get here... but with [Offer Name], you can skip all that and get straight to doing the work that will help you [end goal].

Does [Offer Name] sound like something you would be interested in?

If yes, stay tuned for the email tomorrow because it will be on sale tomorrow. This flash sale is happening only because I want to celebrate [the occasion - e.g. Labor Day!] with you guys!

Don't miss this,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #10: The Flash Sale Sequence (Email 2 of 4)

*Note from Raelyn: This is a sequence of 4 must-have emails designed for you to easily run a flash sale for your products & services during holidays, launches, or whenever you feel like it! Unless you run an ultra-luxurious premium brand, you should almost certainly be conducting flash sales to your list periodically because it will give you a huge boost in sales. This second email announces the start of the flash sale, usually in conjunction with a holiday or occasion (i.e. the reason why you are having the flash sale in the first place).*

*\*\*If you prefer not to give discounts for your course like me, what I do instead is to offer flash bonuses instead for that 24H\*\**

**Subject Line: 24H [the occasion - e.g. labor day] flash sale starts NOW!**

**Email Copy:**

Hey [First Name]!

If you have been thinking about investing in [Offer Name], NOW is the best time...

We're having a flash sale for my [describe your offer – e.g. signature list building system], [Offer Name] :) [link to sales page]

This flash sale is **only** available for the next **24 hours**. We are only running this flash sale because of [talk about why you are having this flash sale - e.g. Labor Day - you want to give the impression that you don't run flash sales often, and it's **ONLY** because of this occasion that you decided to have one...]



## 24 Hours Flash Sale For [Offer Name] Starts Now!

When you enroll in [Offer Name] within the next 24 hours, you get \$[#] off and save [#]%.

[Insert Timer Here]

**This is the best offer you'll get for [Offer Name], ever.**

So hop on before it's too late.

Click here to learn more about [Offer Name] before the flash sale ends in 24 hours. [link to sales page]

**You have 2 choices right now.**

If you're looking for an organized, proven [system/roadmap/formula/solution/etc.] to [end goal], this is it.

You could continue being where you are now, and nothing would change in your life. We all know that if you keep doing the same thing, you'll get the same results.

Or you could take advantage of this 24H flash sale, get the [specify what they will get - e.g. help/training/roadmap/plan/support] you need to [end goal], and start moving towards [end result] TODAY.

**It's your choice, my friend! Where will you be [#] days from now?**

You can do this!

Enroll in [Offer Name] and get a \$[#] discount before the 24H flash sale ends. [link to sales page]

See you inside,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #11: The Flash Sale Sequence (Email 3 of 4)

*Note from Raelyn: This is a sequence of 4 must-have emails designed for you to easily run a flash sale for your products & services during holidays, launches, or whenever you feel like it! Unless you run an ultra-luxurious premium brand, you should almost certainly be conducting*

*flash sales to your list periodically because it will give you a huge boost in sales. This third email announces that the flash sale is ending soon.*

*\*\*If you prefer not to give discounts for your courses like me, what I do instead is to offer flash bonuses instead for that 24H\*\**

**Subject Line: [#]% flash sale is ending soon!**

**Email Copy:**

Hey [First Name],

How have you been?

I wanted to send you a quick reminder about the [#]% OFF flash sale that's happening because of [e.g. Labor Day] today.

You get \$[#] OFF when you enroll in [Offer Name] before the flash sale ends in [#] hours...

Click here to learn more about [Offer Name] and enroll before the flash sale ends in [#] hours!  
[link to sales page]

When you make a smart decision today, you are investing in something real - yourself.

[Elaborate on why your offer is so amazing and talk about the end results that it has brought for your customers]

And it's the BEST on the internet that will do that for you. (or at least, these customers say so!)  
[link to sales page]

[What will they get when they buy?]

[What are some of the results that this course has achieved for yourself or for others?]

So yes, [first name]... it's time for you to sign up for [Offer Name] [link to sales page] and get everything you need to [end goal] now!

[Insert Timer Here]

**The 24h Flash Sale Ends In Less Than [#] Hours! Get \$[#] Off [Offer Name] When You Sign Up Now.**

I believe that there is a reason why you're seeing this email today.

Imagine where you would be in a few months if you started today! Even a little progress everyday beats doing nothing by a long shot. You can do this :)

Take advantage of this **24-hour flash sale** happening right now before it's too late...

The 24H flash sale, and the special opportunity to get \$[#] off [Offer Name], ends in less than [#] hours. [\[link to sales page\]](#)

**If not now, then when?**

See you on the other side!

Signing off,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #12: The Flash Sale Sequence (Email 4 of 4)

*Note from Raelyn: This is a sequence of 4 must-have emails designed for you to easily run a flash sale for your products & services during holidays, launches, or whenever you feel like it! Unless you run an ultra-luxurious premium brand, you should almost certainly be conducting flash sales to your list periodically because it will give you a huge boost in sales.*

*This is the last of 4 emails. This is a short last call email to get everyone who wanted to take advantage of the flash sales a last chance to enroll before the sale ends.*

*\*\*If you prefer not to give discounts for your courses like me, what I do instead is to offer flash bonuses instead for that 24H\*\**

**Subject: Last Call - Your Chance To Get \$[#] OFF Ends In 6 Hours...**

**Email Copy:**

Hey [First Name],

You know what they say - all good things come to an end...

This is a quick last call email to remind you that the [what the occasion is - e.g. Labor Day] flash sale ends in 6 hours.

**This is the last call for you to get \$[#] off [Offer Name]!**

If you're ready to [end goal], then I would be honored to have you enroll in [Offer Name] and join [#] happy customers who are on the same journey as you.

[Offer Name] is my... [describe your offer – e.g. signature 360° step-by-step system] that will help you go from [where they are] to [where they want to be].

This is the exact [solution / tried-and-tested system / product] that I have used for myself and countless past [Offer Name] customers to [reach end goal].

**Last Call: Get \$[#] Off [Offer Name] When You Enroll Before The Flash Sale Ends In 6 Hours.**

At 11.59 PM PST TONIGHT (in less than 6 hours), the opportunity to get [Offer Name] at a \$[#] discount will disappear.

When you sign up, you will get instant access to... [what will they get? – e.g. all the course content, worksheets, checklists, tech tutorials, case studies, special bonuses, and more] - basically, EVERYTHING YOU NEED to [end goal].

I can't believe that it all ends in less than 6 hours!

Click here to join the [Offer Name] family and get \$[#] OFF today. [link to sales page]

**P.S.** Jumped to the end? Last call! When you enroll in [Offer Name] within the next 6 hours, you also get \$[#] off. Don't miss out on this flash sale!

Don't miss this,  
[Raelyn - add your name here]  
[raelyntan.com - add your URL here]

---

## **Sales Email #13: The Curriculum Outline With a Twist (For Courses Only)**

*Note from Raelyn: This email is especially great for converting buyers who are more logical. However, this email isn't as simple as just regurgitating the contents included in the modules and expecting your customers to purchase. Instead, you want to take the potential customer on a journey from module 1 (step 1 of their journey) to the last module (they have now achieved the end result). They go on a journey of imagining how their life could possibly change after each module. Be sure to weave in benefits (how their life will change, people care about this at the end of the day) and not just features (good to know, but yawn-inducing and doesn't really tap on the strong emotions that will drive your subscribers to purchase).*

**Subject Line: Breaking Down [Course Name]**

**Email Copy:**

Hey [First Name]!

I have received many questions about [Course Name], and am honored that [#] of you have already joined us!

**In [Course Name], you get everything you need to [end goal]...**

Let me show you the step-by-step process you will be following with [Course Name] that will take you from where you are now to achieving [end result(s)]!

**Here is the module breakdown of what you will learn in [Course Name]:**

In Module 1, you will [what will they learn in module 1?]. After this module, you will [how their life will change after module 1].

In Module 2, you will [what will they learn in module 2?]. You will [how their life will change after module 2].

... [Continue with the rest of the modules]

And finally... Module [# - the last module number]. We will cover... [what they will learn in the last module]. After you have finished Module [#], you would now have accomplished [#].

When you have completed this course, you would have... [what would they have accomplished?] and feel [talk about how they will feel upon completion of the course]

**And [First Name], this is how [Course Name] will take you from [where they are now] to [where they want to be].**

We cover everything from [feature a key learning point here], to [feature a second key learning point], and even [feature a third key learning point].

What are you waiting for? Do you see how this is SO possible now?

[The cart closes/ the bonuses expire/ the price increases] in just [#] hours...

Click here to enroll in [Course Name] before it's too late, and [save \$\$ / get the fast-action bonuses!] [link to sales page]

Signing off,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #14: The Plot Twist Email

*Note from Raelyn: This is a more subtle sales email. The Plot Twist Email starts off with an excuse to email your list because something has changed - i.e. the “plot twist”. In this email, you don’t directly sell, but you indirectly mention your product / service and what’s happening with it. I call it the plot twist email because something has to change (aka a plot twist) that warrants an email to your list. The plot twist gives you a reason to email your list, which helps you to appear less salesy because you are not just emailing your subscribers purely to sell, but to inform them about your “plot twist”.*

*Here are some examples of plot twists you can use to email your list about... and bring your launch / promotional campaign back to the top of their minds!*

- *I changed something in the product / service*
- *I had to redo everything in the product / service*
- *I had to redo certain modules of the course*
- *New bonus added*
- *New training added*
- *Training removed*
- *Payment plan added*
- *Price changed*

**Subject Line:** [Describe the Plot Twist Here - e.g. I Completely Revamped [Offer Name]...]

**Email Copy:**

Hey [First Name]!

How have you been?

I have been working tirelessly for the last few days because I... [what’s the plot twist?]

*(E.g. Woah, I have been working tirelessly for the last few days because I had to unexpectedly re-do 2 modules of [Offer Name].)*

This is crazy because as you know, we are in the middle of a [sale / launch / etc. – explain why you are busy now] but I had to drop everything I was doing in order to [describe plot twist again].

Here's the crazy story behind why I decided to... [explain why the plot twist had to happen (in this case, why you decided to change things up)]

I am confident that [plot twist] will help so many more of you to [end goal]!

For those of you who haven't heard about [Offer Name] (ahh!), it is my [describe what the offer is about] that will help you to [end goal].

Click here to learn more about [Offer Name]. [link to sales page]

**P.S.** In [#] days, the cart will close for [Offer Name!] and the price will increase to \$[#]... so hop on now!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #15: New Bonus Added (Plot Twist Email Example 1)

*Note from Raelyn: This is an email you can send to your list to prompt a spike in sales for any promotion you are doing, whether it is a launch or evergreen campaign. It is all about creating multiple opportunities and twists to motivate your subscribers to purchase now!*

**Subject Line: New Bonus Added!**

**Email Copy:**

Hey [First Name]!

Surprise! As if things couldn't get any better...

I have added a new bonus to [Offer Name] - The [Bonus Name Here]!

This bonus will help you to... [talk about why the bonus is so amazing]. You can learn more about this new bonus here. [link to the sales page with new bonus]

I decided to add this bonus at the last minute yesterday because [explain why you wanted to add this bonus].

**When you sign up for [Offer Name] within the next 24 HOURS, you will get this ADDITIONAL bonus on top of everything you will be getting already!**



But hop on now, because this new bonus is only for everyone who signs up within the next 24 hours. Just felt like giving all you action takers a little spicy something :-)

*\*If you have already bought, don't worry, all new bonuses will always be given to existing customers\*\**

With **[Offer Name]**, you will be able to...

- **[Benefit #1]**
- **[Benefit #2]**
- **[Benefit #3]**

Here is some proof straight from our happy customers:

**[Insert customer testimonials & screenshots]**

Click here to check out **[Offer Name]** and get the **[Bonus Name]** when you enroll within the next 24 hours! **[link to sales page]**

Signing off,

**[Raelyn - add your name here]**

**[raelyntan.com - add your URL here]**

---

## Sales Email #16: New Payment Plan Added (Plot Twist Email 2)

*Note from Raelyn: This is an email that you can send to your list to prompt a spike in sales for any promotion you are doing - whether it is a launch or evergreen campaign. This is especially useful if you have a pricier product or service. There will always be a group of people who couldn't afford your product but wanted to purchase it. Others may be hesitant to pay a huge sum of money up-front (even if they have the cash) and this payment plan will increase the number of students who choose to take you up on your offer. You can also choose to send this email after the cart has closed, giving people who have missed your promotion another chance to buy. Personally, I don't send this email, but students who have done so have reported amazing results.*

**Subject Line: New Payment Plan Added!**

**Email Copy:**

Did you want to enroll in **[Offer Name]** but can't afford to right now?

I have heard you, **[First Name]**!

We've added a new payment plan for [Offer Name]. If you wanted to join [Offer Name] but didn't have a chance to do so, now you can! [link to sales page]

With the new payment plan, you can get started with just \$[#], followed by [#] payments of \$[#].

The cart is open for another 24 hours to give those of you who want to get on the new payment plan a chance to hop on!

I don't want anybody to miss the chance to [end goal].

If this is what you need right now, click here to enroll now with the new payment plan! [link to sales page]

To your success,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #17: I Re-Wrote an Entire Module (Plot Twist Email 3, For Courses Only)

*Note from Raelyn: The last plot twist email template. This is an email you can send to your list to prompt a spike in sales for any promotion you are doing - whether it is a launch or evergreen campaign... without being too salesy. This is a more subtle sales email that allows you to sell without being too "in your face".*

**Subject Line: I Re-Wrote An Entire Module...**

**Email Copy:**

Hey!

I just wanted to pop into your inbox to share a crazy story about [Course Name] with you. I just spent the last 2 nights re-doing an entire module [#] of [Course Name].

You must be wondering why...

I recently had a conversation with 3 of my [Course Name] students and I decided to update the course to add in a... [elaborate on what this strategy you have added into the course is about] that will help you [end goal] even faster after they mentioned that they had problems with [name one problem your subscriber will be facing now] as well.

Here's the low-down of this super sexy strategy: [Make this strategy sound super sexy - something that people will want to know]

Yes, I am SO proud of [Course Name]!

**Truth be told, this isn't the first time I'm re-doing certain videos in the course.**

I have updated this course multiple times since it started because I believe in constant improvement and being the BEST in the industry when it comes to helping you reach [end goal].

What do you think about this update? What else would you like to see from this course?

**P.S.** If you aren't enrolled in [Course Name] yet, NOW's a good time to do so! We are running a [discount / sale / offering fast-action bonuses that will expire] and if you enroll within the next [#] hours, you will save \$[#] before the cart for [Course Name] closes in [#] hours. Click here to learn more. [link to sales page]

Signing off,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #18: Webinar Invite Email

*Note from Raelyn: A must-have in your arsenal of sales emails. This is a webinar invite email gets your subscribers to sign up for a live or evergreen webinar that you will be conducting! A webinar, or an online masterclass, is an amazing way to engage with your audience, build trust, and sell your offers... all in one sitting!*

**Subject Line: You're Invited To This Webinar...**

**Email Copy:**

Hey [first name]!

You've spent nights of hard work [what they have tried] but... you're [where they are now].

That's probably why you aren't [the end goal they desire that your webinar will help them with], right?

[Elaborate about why your webinar topic is SO important and how it will help them with their desires and goals]

That's where this webinar will come in - to help you [sum up how your webinar will help them in one line].

Sign up for my free webinar, "[Your Webinar Title Here]" today, and let's get you to [where they want to be]!

Here are the webinar details you need:

- **Title:** [Webinar Title]
- **Date & time:** [Date & Time of the Webinar]
- **Where:** Click here to sign up to get the webinar live room link [link to webinar live room]

Here's what you'll learn during this free webinar:

- [What they will learn #1]
- [What they will learn #2]
- [What they will learn #3]

... and much more!

Click here to sign up for the free [what your webinar is about] webinar. [link to webinar registration page]

Here's to getting to [end result] together!

If you have any questions, just hit reply and I'll get to you as soon as I can :)

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #19: Webinar Confirmation Email

*Note from Raelyn: A must-have email that you should send out for every webinar that you host, whether live or evergreen. Schedule this email to be sent out immediately after someone has signed up. Gives them the link to the webinar room and get them excited for the webinar.*

**Subject Line: You're registered! (Workshop details inside!)**

**Email Copy:**

Hey [First Name],

Congratulations! You have successfully registered for the workshop, "[Webinar Title Here]"

The best thing you can do now is to bookmark your webinar link and set a reminder on your calendar so that you don't miss the webinar.

**Here are the webinar details:**

**Link:** Click Here To Enter Webinar Live Room [link to webinar live room]

**Webinar title:** [Webinar title here]

**Webinar description:** [Webinar description here]

**Date:** [Insert date of your webinar here]

**Time:** [Insert time of your webinar here]

I have helped thousands of [how you describe your audience - e.g. teachers] [achieve the end goal the webinar promises your audience] so if...

You are... [Describe the situation that your audience is in, call them out! Help them to realize that your webinar was created for them and that they NEED to attend]

You need... [Describe the situation that your audience is in, call them out! Help them to realize that your webinar was created for them and that they NEED to attend]

You have been having trouble with... [Describe the situation that your audience is in, call them out! Help them to realize that your webinar was created for them and that they NEED to attend]

Then come join me to learn how you can [webinar topic], the right way!

**Here's what you'll learn:**

- [Webinar takeaway #1]
- [Webinar takeaway #2]
- [Webinar takeaway #3]
- [Webinar takeaway #4]

See you at the webinar! You'll LOVE it.

Do bookmark the webinar link and set a reminder on your calendar so that you don't miss the webinar!

See you at the webinar,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #20: Pre-Webinar Reminder Email 1

*Note from Raelyn: This first pre-webinar reminder email is sent about 24 hours before the webinar. This email reminds webinar registrants that your webinar is coming... really soon! This will help to dramatically improve webinar attendance rates. People are busy and may end up forgetting to show up for your webinar. Remind them!*

**Subject Line: Webinar Reminder - 24 Hours More**

**Email Copy:**

Hey! It's [Your Name] here.

This is a friendly reminder that the upcoming webinar, "[Webinar Title Here]" that you registered for is starting in around 24 HOURS.

Make sure to write down the webinar date and time, or set a reminder on your calendar, so that you don't miss the event.

**Here are the webinar details again:**

**Link:** [Click Here To Enter Webinar Live Room](#) [link to webinar live room]

**Webinar title:** [Webinar title here]

**Webinar description:** [Webinar description here]

**Date:** [Insert date of your webinar here]

**Time:** [Insert time of your webinar here]

I am sooo excited to see you there. I have prepared so much #value to help you [the #1 thing that your webinar helps them with]... I can't wait!

**Once again, here's what we'll cover during this FREE workshop:**



- [Webinar takeaway #1]
- [Webinar takeaway #2]
- [Webinar takeaway #3]
- [Webinar takeaway #4]

See you inside the webinar room in 24 hours. I'm sooo excited to help you [end goal]!

Here's the link [link to webinar live room], set an alarm and I'll see you here [link to webinar live room] in 24 hours....

Signing off,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #21: Pre-Webinar Reminder Email 2

*Note from Raelyn: This is a pre-webinar reminder email that you should send right before the webinar. This is similar to the previous pre-webinar reminder email - both are must-have emails that you need to send. They remind webinar registrants that you will be going LIVE... really soon! Sending reminder emails will dramatically improve your webinar attendance rates. People are busy and likely will not remember to show up for your webinar. Remind them!*

**Subject Line: The webinar is starting in just 15 minutes!**

**Email Copy:**

Hey [first name]!

In 15 minutes, the webinar you registered for is about to start.

Please, proceed to click on the link below to access the webinar room now.

**Webinar title:** [Webinar title here]

**Webinar description:** [Webinar description here]

**Date:** [Insert date of your webinar here]



**Time:** [Insert time of your webinar here]

**Link:** Click Here To Enter Webinar Live Room [link to webinar live room]

You don't want to miss this.

Close all your tabs and get rid of those distractions - and get ready to take lots of notes.

Don't forget, if you don't change anything in your [e.g. business / life / health / sewing / whatever is relevant to your niche], you won't see any breakthrough...

So come join me at the webinar and let's learn how to [summarize what they will gain from the webinar in one sentence].

See you at the webinar! I promise to over-deliver.

Click on this link [link to the webinar live room], like now! :)

Sincerely,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #22: Webinar Replay Email 1

*Note from Raelyn: This is another must-have email you need to send out. Send the webinar replay to your webinar registrants after the event ends. A large majority of people who signed up for your webinar (and are interested in watching it) will not show up live. Send them a limited-time replay to increase the number of people who watch your webinar and buy your product / service.*

**Subject Line:** Your limited-time webinar replay...

**Email Copy:**

Hey [first name], it's [your name] here!

I hope that you're having a great day so far :)

We've had so much great feedback for the "[Webinar Title Here]" webinar that just ended!

Can you believe that I almost decided not to hold the webinar? :)



After receiving feedback, I'm so glad that I decided to host the webinar.

In case you missed the workshop or want to watch it again, I have a recording of the webinar available for a limited time.

[Click here to watch the limited-time webinar replay.](#) [\[link to webinar replay\]](#)

I'm telling you... you have to catch this workshop replay, my friend. You'll benefit so much from it. I've held nothing back.

### Here's what you'll learn:

- [\[Webinar takeaway #1\]](#)
- [\[Webinar takeaway #2\]](#)
- [\[Webinar takeaway #3\]](#)
- [\[Webinar takeaway #4\]](#)

If you haven't [\[achieved end goal\]](#), you NEED to watch this training.

I look forward to helping you to [\[achieve end goal\]](#) during this webinar, [\[first name\]](#)!

**P.S.** Scrolled right down? Be sure to catch the limited-time replay: [\[Webinar title here\]](#) [\[link to webinar replay\]](#)

See you inside,

[\[Raelyn - add your name here\]](#)

[\[raelyntan.com - add your URL here\]](#)

---

## Sales Email #23: Webinar Replay Email 2

*Note from Raelyn: Send them a second webinar replay email. A large majority of people who signed up for your webinar (and are interested in watching it) will not show up live. Send them a limited-time replay to help increase the number of people who watch your webinar and buy your product / service.*

### Subject Line: Have you watched the replay?

Hey [\[first name\]](#)!

I'll keep this really short... it's been a hot moment since you signed up for my free webinar, "[Webinar Title Here]".

During the training, we talked about how... [something you mentioned in your webinar to wet their appetites and motivate them to watch the replay]

**There are 2 things you need to do right now:**

Step 1) Watch the limited-time webinar replay [link to webinar replay page] if you haven't already.

Step 2) Get to work and start working towards [end goal]!

You literally have everything in your hands to help you get started now, so are you going to let the training go to waste?

Get that 2 steps done today!

Hit reply and let me know if you have implemented the strategies we go through to [end goal] with the guidance you got from the workshop [link to webinar replay page] .

Signing off,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## **Sales Email #24: Why Didn't You Buy? Diagnostic Email**

*Note from Raelyn: This email is a very important email to send after every campaign or promotion that you do. It helps you to understand WHY your audience didn't buy, so that you can improve the next time round and make more sales. Constant improvement is key if you want to succeed in business! Don't be shy to get feedback, you will definitely receive a lot of valuable nuggets just by sending out this one short email. You may just be surprised by what people are telling you and may even end up making that one tiny tweak that will double your sales next launch!*

**Subject Line: I Would Appreciate Any Feedback...**

**Email Copy:**

Hey there!

I noticed that you did not purchase [Offer Name], so I would love to hear where I went wrong!

I want to sell products and services that will help you to [reach desired end goal] and would love to know how I can improve the [webinar / program / etc.] as well as why you passed up.

Will you give me a little feedback?

Click here to take a short 3 minute feedback survey so that I can serve you better. [link to your typeform / surveymonkey / etc]

Thank you! I truly appreciate your help so that I can serve you better.

At your service,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #25: The After Someone Signed Up For Your Waiting List Email

*Note from Raelyn: So you've created a coming soon page, got your audience ready for your product launch, and some people have indicated their interest by signing up to be on the waiting list. Hurray! Now... just what do you send them after they've signed up to get them to buy when the cart opens? This email will solve that!*

**Subject Line: Early Bird Access To [Offer Name] Now OPEN (Waiting List Peeps Only!)**

**Email Copy:**

Hey [first name],

You signed up to be part of the waiting list for [Offer Name] some time back...

**Good news! I am privileged to announce the cart to get [Offer Name] is now open...**

*...but only to a select group of people who signed up to be on the waiting list! (The doors publicly open tomorrow.)*

I'm opening the course now to people on the waiting list ONLY for the next [#] hours.

**Because you're part of the waiting list you get exclusive access and extra perks!**

Sign up between now and tomorrow night and you'll get THIS [\[link to sales page\]](#) juicy bird early bird bonus:

[\[Describe the early bird bonus. Alternatively, you can provide an early bird price\]](#)

Hop on before the official launch tomorrow and get the early bird bonuses that will help you [\[talk about how the early bird bonus will make their life better\]](#)

[Click here to check out the early bird bonuses.](#) [\[link to sales page\]](#)

**P.S.** Early birds also get access to any new bonuses that will be released during the launch too!

See you inside,

[\[Raelyn - add your name here\]](#)

[\[raelyntan.com - add your URL here\]](#)

---

## Sales Email #26: Work With Me 1:1 (For High-Ticket Offers Only)

*Note from Raelyn: Do you have a high-ticket service, course, or product that you want to sell? Use this email to get clients.*

*The idea is to provide them with a no-brainer free call that they absolutely cannot refuse, and then sell them something after for those who are interested. Something that people cannot not say no to. Block off a few days of your time to serve your audience.*

**Subject Line: Free Strategy Call For The First 5 Subscribers**

**Email Copy:**

Hey [\[first name\]](#),

I have a bit of downtime this week because [\[insert reason why you are free\]](#), so I decided to hop on calls to help as many of you as possible!

I am offering free strategy calls to the first 5 people who replies to book a call with me to [\[what the call will be about\]](#).

Here's how it will work:

- Reply to this email, I'll send you my calendar link to book a time.

- On the call, I'll talk about 3 strategies you can use to [end goal]. These are quick, actionable strategies that you can implement to [the result they will get] immediately.
- If you're a good fit, we can talk about how we can work together. I work with clients 1:1 to achieve phenomenal results like [elaborate on the kind of results you can help people achieve] [important to add this last bullet point to deter anyone who just wants a free call and won't even consider working with you]

Here are the results people have got results from working with me:

[Testimonial 1]

[Testimonial 2]

Ready for change? Reply to this email with to book your free strategy call with me.

Talk soon,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Sales Email #27: I Want To Help 10 Of You Today (For High Ticket Offers Only)

*Note from Raelyn: This email works for many reasons. First, because there is built-in scarcity baked into the email - there's only 10 slots! If you have a tiny email list, sending this email out could get you your first few clients! It may sound terrifying to get on 10 calls but guess what? I am certain that only good things will come out of it.*

*This "free" thing should preferably be something related to what you are selling / will sell so you can naturally transition to talking about how you can work with them as paying customers at the end of the free call.*

**Subject Line: I Want To Help 10 Of You Today**

**Email Copy:**

Hey [first name].

It's been a good month for me, where I managed to [talk about your success in your niche this month to build confidence].

Would you like to get [insert service that you can provide to 10 people for free] for free?

If you need help with... [talk about what they need help with]

If you have been... [get into their situation and why it's so uncomfortable for them]

... then you need help with [what you can help them with]!

**Are you in? Here's how things will roll:**

1. Reply to this email and we will set up a time to get on the phone.
2. During the free call, I'll help you discover [#] ways to [end goal] on the call.
3. If we're a good fit for each other, we'll talk about how I can work with you further at the end of the call.

There's no catch or obligation, [first name]. Hop on and let's get you started with [thing you are helping them with]!

I only have space for 10 people!

Reply this email to book your free call to [insert big takeaway]

Talk soon,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## **Sales Email #28: The Affiliate Promotion Email**

*Note from Raelyn: Use this email for your affiliate promotions! Affiliate promotions are a great way to monetize your list because you don't have to serve these customers after, process payments, create the actual product/ service, or deal with administrative headaches. This email template has made me a lot of money.*

Hello [first name],

Do you... [describe the situation that they are in now... you want to ask questions that will remind them that they need whatever you will be promoting]

Wouldn't it be awesome if you could receive [what will they get when they sign up for what you're trying to promote?]





# THE COMPLETE SALES EMAIL IDEA + TEMPLATE PACK

I'm excited to share with you exactly how you can get just that!

**Introducing: [Describe What You're Promoting In One Line]**

[What is it about? - if it has a start and end date, what are the dates? Who is it for?]

[Why is it amazing?]

*(E.g. I've observed the ABC summit for years - it's always been an amazing summit for online entrepreneurs to learn the ins and outs of running your blog & business.)*

So, I'm very excited to be a part of this!

**The [creator of this product / company name / product name] is amazing!**

[Explain why the creator of what you're creating / the company / the product or service you are promoting is amazing to build confidence]

**I went from [before state] to [after state] after getting this [product / service]!**

[Share your story of how what you're promoting changed your life and improved things for you]

**This is a [describe product, service, tool, or event] you're not going to want to miss!**

[Tell them what they must do to sign up - e.g. sign up for something, or click on this link to purchase, and why they have to do it NOW]

So what are you waiting for? [Grab your FREE ticket today / Sign up now! / Check it out now!]

**TL;DR**

**What:** [What are you promoting?]

**When:** [How long does the promotion last?]

**Where:** [link to the relevant page that you want people to visit]

**Why:** [Why should they click on the above link?]

Enjoy,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

## Sales Email #29: Black Friday Promotion Email

*Note from Raelyn: I send this email every year on Black Friday! Together with the Cyber Monday email (the next email) - these 2 emails alone made me 4-figures last year. People love shopping on Black Friday & Cyber Monday!*

*This particular email is used to collate & promote the best Black Friday deals offered by others. I love to send this email because you can get a lot commission from collating the best Black Friday deals in one place. There's usually a lot of juicy deals exclusively available on Black Friday that you can easily promote from very credible businesses that rarely have discounts! People will buy multiple deals off your list if you do a good job compiling the juiciest + most relevant deals for them.*

*\*\*If you want to have a **Black Friday promotion for your own products and services**, please use the 4-part flash sales sequence (emails #9 – 12) instead for the best results. You'll need to do things like email your subscribers a day before to pre-empt them about the sale, which that sequence will make sure you do.*

**Subject Line: The Best Black Friday Deals For [20##]!**

**Email Copy:**

Hey [first name]!

Over the last couple of days, I've received almost 100 Black Friday emails.

I thought I would narrow down the most amazing deals into one blog post for all of you guys!

Black Friday is probably the best time to "stock up" on all the [tools/resources/supplies/whatever is relevant for your niche] that you will need. I'm personally eyeing a couple of these deals myself!

Click here to check out this year's round-up of my favorite Black Friday deals. [Link to blog post with a collation of deals. Make sure the deals you collate are RELEVANT to your niche and are deals they will actually be interested in!]

**Some of the insane deals available during this Black Friday include:** [feature a couple of the best deals in your email!]

- [Product Name #1] [link to product page with your affiliate link] - [What's the deal?]
- [Product Name #2] [link to product page with your affiliate link] - [What's the deal?]
- [Product Name #3] [link to product page with your affiliate link] - [What's the deal?]
- [Product Name #4] [link to product page with your affiliate link] - [What's the deal?]

- [\[Product Name #5\]](#) [link to product page with your affiliate link] - [What's the deal?]
- [\[Product Name #6\]](#) [link to product page with your affiliate link] - [What's the deal?]
- ... and much more!

Can't wait? I sure can't! I'm already striking things off from my Black Friday [\[20##\]](#) wish list...

[Click here to check out my round-up of this year's \[\\[#\\]\]\(#\) best Black Friday \[\\[20##\\]\]\(#\) deals. \[Link to blog post collation of deals.\]](#)

I'll also be updating my blog post if I see any better deals come up.

Also, some of the sales aren't available until Black Friday or Cyber Monday itself... so do check back to this email or the article when it's time.

So, make sure you bookmark this email or the blog post so that you get the best deals and don't miss out on anything!

Happy shopping!

[\[Raelyn - add your name here\]](#)

[\[raelyntan.com - add your URL here\]](#)

---

## Sales Email #30: Cyber Monday Promotion Email

*Note from Raelyn: I send this email every year on Black Friday! Together with the previous Black Friday email - these 2 emails made me 4-figures last year. People love shopping on Black Friday & Cyber Monday!*

**Subject Line: Last Call: These Cyber Monday Deals End Tonight!**

**Email Copy:**

Hey [\[first name\]](#)!

I know, things have been crazy on the internet because it's Black Friday weekend...

It's your last chance to hop onto these Cyber Monday deals today.

[Click here to check out my round-up of this year's \[\\[#\\]\]\(#\) best Cyber Monday deals.](#)

**Some of my favorite deals that are available during this Cyber Monday include:**

- [\[Product Name #1\]](#) [\[link to product page with your affiliate link\]](#) - [\[What's the deal?\]](#)
- [\[Product Name #2\]](#) [\[link to product page with your affiliate link\]](#) - [\[What's the deal?\]](#)
- [\[Product Name #3\]](#) [\[link to product page with your affiliate link\]](#) - [\[What's the deal?\]](#)
- [\[Product Name #4\]](#) [\[link to product page with your affiliate link\]](#) - [\[What's the deal?\]](#)
- [\[Product Name #5\]](#) [\[link to product page with your affiliate link\]](#) - [\[What's the deal?\]](#)
- [\[Product Name #6\]](#) [\[link to product page with your affiliate link\]](#) - [\[What's the deal?\]](#)
- ... and much more!

These awesome Cyber Monday deals expire TONIGHT, so check them out before it's too late!

[Click here to check out my round-up of this year's \[#\] best Cyber Monday deals. \[Link to blog post collation of deals.\]](#)

Happy shopping,

[\[Raelyn - add your name here\]](#)

[\[raelyntan.com - add your URL here\]](#)

---

## Email #31: The Simple Survey

*Note from Raelyn: I learned this idea of creating a "simple ask" from Julie Stoian's retired Digital Gangsta course. The key to a successful launch for any product / service is to get people's attention on your upcoming product / service launch or re-launch. A great way to do this is via a survey, where you ask people what THEY want in your product. In this email, you tell your subscribers about the upcoming product / service that you are planning, and then ask them for their opinions on what they want to see included in it. This does a couple of things. First, you have a better idea of what you should include in your course... so you get market research done for free. Second, people now know that you have something new coming out and will be looking out for it - especially if they have taken the time to participate in your survey.*

Hey [\[First Name\]](#),

I am launching a new product / service, [\[Offer Name\]](#). It is all about helping you to get [\[end result\]](#).

I want to make sure that I include what YOU want in the course... so could you spare < 1 minute to do this survey? It consists of only [\[# - preferably 1 to 3\]](#) short questions.

[\[First name\]](#), what would you like to see in [\[Offer Name\]](#)?

[Do tell me?](#) [\[link to survey\]](#)

It won't take you more than a minute!

Thank you for helping me to better understand what you need!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #32: A Follow-up To The Simple Survey Ask

*Note from Raelyn: A follow-up to the previous email. The objective of this email is to show them that your upcoming offer will be full of amazing value that (not so coincidentally) happens to contain exactly what they need! A great pre-launch email to send out to get people excited about your product or service.*

**Subject Line: Sneak Peek**

**Email Copy:**

[#] days ago, I asked you guys what you would like to see inside [Offer Name].

Because of your feedback, we have added a couple of things to make [Offer Name] even better than it already is.

Here's a sneak peak of the [lessons/features/goodies/etc.] we have inside [Offer Name] that were echoed by you guys again and again!

All [#] items are things that many of you have said you wanted in [Offer Name].

**1. [Item #1 that is inside that you know people want]**

[Elaborate. Make it sound extra juicy. Was this because of what people said or was it already inside?]

**2. [Item #2 that is inside that you know people want]**

[Elaborate. Make it sound extra juicy. Was this because of what people said or was it already inside?]

**3. [Item #3 that is inside that you know people want]**

[Elaborate. Make it sound extra juicy. Was this because of what people said or was it already inside?]

## Get on the waiting list!

[Offer Name] has been designed to [end goal], so I am so glad to have had this opportunity to improve [Offer Name] so that it contains everything you need to [end goal].

[Talk about why this is so awesome and they need to get on]

I am launching/ relaunching [Offer Name] next week [replace this with when your offer will be launched]...

Sign up for the waiting list [link to the waiting list] to be the FIRST to hear about it when it's open for enrollment!

*Plus, there will be juicy early bird private bonuses for people who are on the waiting list too!*

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #33: Waiting List Just Out! Get On Now! (Soft Launch Announcement)

*Note from Raelyn: Announce that your coming soon page is now live and build anticipation for your upcoming launch. This email builds hype and gets attention to your upcoming launch. People can't buy what they don't know exist. Anticipation is key if you want a great launch.*

[First Name],

[Tell a short story to warm people up - e.g. how your product or service was created, what you have been working on recently, why you chose to launch now, etc.]

Our coming soon page for [Offer Name] was just released 24 hours ago, and [#] people have already signed up to be on the waiting list.

Be sure to sign up [link to sign up for the waiting list] to be the first to hear about [Offer Name] when it launches!

What is [Offer Name]?

As you may have heard, [Offer Name] is my signature [describe your offer – e.g. training / solution / system / etc.] that was created to help [target audience] to [achieve end goal].

[Why did you create this product / service? Explain the big need you see and how you are helping to solve it]

Needless to say, I am so excited to launch [Offer Name] because there is a NEED in this world for more people [to be at the end result] and I want to help you get there.

The official launch date is [launch date], get on the waiting list [link to coming soon page] now because [insert a reason why this launch will be awesome and they should buy it].

Meanwhile, check out [link to relevant articles / video training / podcast episodes] that will help you with better understanding why [topic] is so important!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #34: Waiting List Last Call: Why You Should Get On The Waiting List

*Note from Raelyn: The last call to get on the waiting list. This email focuses on telling people WHY they need to be on the waiting list and not wait for the public launch. You want to get as many people as possible onto the waiting list. Signing up for the waiting list is an act of commitment that gets people more engaged with your launch. People who take the time to make this micro-commitment have a much higher chance of buying from you!*

### Subject Line: Why You Should Get On The Waiting List

Hey [First Name],

I am preparing to launch [Offer Name] on [date of public launch] to the public... but before that happens, we'll be opening the course up to people who signed up to be part of the waiting list [link to sign up for waiting list] first.

You can click right here [link to sign up for waiting list] to join the waiting list and be the first to get your hands on [Offer Name] even before the doors are open to the public!

### Here's why you should sign up for the waiting list!

#1: You get to be the first to know when [Offer Name] launches, [#] [hours / days] before the public launch!



**#2:** Everyone on the early bird waiting list will get exclusive access to 2 super juicy early bird bonuses! [or replace this with any other perk(s) that they get for signing up to your waiting list early]

- Early Bird Bonus 1: [Elaborate on the bonus they will get! Make it sound very juicy]
- Early Bird Bonus 2: [Elaborate on the bonus they will get! Make it sound very juicy]

Click here to get on the waiting list for [Offer Name] :) [link to be waitlisted]

**P.S.** I'll be sending out an email ONLY to people on the private waiting list on [date & time of early bird launch], so keep your ears peeled for an email from me!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #35: The Share The Results You Can Get Email

*Note from Raelyn: Share the results people can expect to get when they buy from you. Take this chance to showcase the success of some of your customers! This email goes straight to the point - the results that people actually care about.*

**Subject Line: The results you can get**

**Email Copy:**

Hey [First Name],

A few days ago, I opened the cart for [Offer Name] and I am so blown away by how well the launch has gone so far! THANK YOU for your support.

When you invest in [Offer Name], here are some of the results you can expect to get:

- 1. Result #1 You Can Expect To Get: [End result #1 that customers can expect to achieve]**

[Elaborate on why this end result is so amazing]

Don't just take what I say though - this was what happened to [Customer Name], who got [end result #1] in [#] [days / weeks / months/ years].

Here's what [Customer Name] says about [Offer Name]: [Testimonial]

**2. Result #2 You Can Expect To Get: [End result #2 that customers can expect to achieve]**

[Elaborate on why this end result is so amazing]

Why do I say this? This was what happened to [Customer Name], who got [end result #2] in [#] [days / weeks / months/ years].

Here's what [Customer Name] says about [Offer Name]: [Testimonial]

**3. Result #3 You Can Expect To Get: [End result #2 that customers can expect to achieve]**

... and my favorite result of all!

Introducing [Customer Name], who got [end result #3] in [#] [days / weeks / months/ years].

Here's what [Customer Name] says about [Offer Name]: [Testimonial]

**These are just some of the happy customers whose lives have been changed by [offer name].**

If you have been [problem they are facing] and want to [end goal], why don't you take [#] minutes to check out the information page [link to sales page] to learn more about [offer name] and see if it's what you need?

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #36: Why They Joined Email

*Note from Raelyn: Once a customer purchases from you, ask them why they joined and feature their responses all in an email!*

*This does a lot of things for you: 1) Social proof. People know that they aren't the only ones joining the program, and that there are others doing it too. Humans like to follow the crowd and do what's popular with others. 2) Alleviate the butterflies. It makes "taking the leap" seem a lot less scary knowing that so many others have taken the exact same leap. 3) Agitates the REAL needs / reasons that will drive a potential customer to buy. The reasons that pushed your*

*customers to buy would likely be the exact same ones that will drive people who are still on the fence to buy as well.*

## **Subject Line: Why They Signed Up...**

### **Email Copy:**

It's still not too late to get in on **[Offer Name]**!

I am deeply honored to have **[#]** amazing humans hop on to invest in **[Offer Name]** just in the last week, and I got some of them to share why they decided to sign up!

**[Customer 1: Why did he/she buy? Feature the reason behind what got this person to take the leap]**

**[Customer 2: Why did he/she buy? Feature the reason behind what got this person to take the leap]**

**[Customer 3: Why did he/she buy? Feature the reason behind what got this person to take the leap]**

**[Customer 4: Why did he/she buy? Feature the reason behind what got this person to take the leap]**

**[Customer 5: Why did he/she buy? Feature the reason behind what got this person to take the leap]**

**Join us now!** **[link to sales page]**

When you sign up, you will immediately be invited to join our private group and also get access to **[whatever they get access to once they buy - could be a welcome bonus, welcome video, access to X number of lessons, or a welcome email... help them to visualize what happens after they enroll!]**...

See you inside :)

Cheers,

**[Raelyn - add your name here]**

**[raelyntan.com - add your URL here]**

---

## Email #37: The [#] Slots Left Email

*Note from Raelyn: People are very used to seeing a “X hours left” email, but you rarely see a “X slots left” email. Use this email to emphasize that you only have a limited number of slots left and get people to act now. Why does this work? 1) People like the exclusivity. 2) By saying that you are only accepting X customers (even if this isn’t a 1:1 program), this focuses on the fact that you are running a high-value offer as people value what is scarce. Also, this assures people that you will show up for them and they won’t be lost in a crowd of customers. 3) In-built urgency that doesn’t sound sleazy or fake... because you really DO only have X number of slots left.*

*This can be used for 1:1 coaching, group coaching, courses that have some kind of live component, or any kind of product where it makes sense to have a cap to the number of people that can buy. (E.g. beta testing, limited stock left... etc.) Send this towards the end of your launch.*

**Subject Line: [#] slots left!**

**Email Copy:**

Hey [First Name],

I’m looking to help [#] [describe your audience - e.g. entrepreneurs / doctors / lawyers / etc.] to achieve [end result].

**Here are some details:**

- [Describe your offer. Why is it so amazing? How will you be helping your customers achieve their end goal?]
- [Describe your offer. Why is it so amazing? How will you be helping your customers achieve their end goal?]
- [Describe your offer. Why is it so amazing? How will you be helping your customers achieve their end goal?]

This is a high-touch program where I will personally be showing up every day, and you will be getting direct access to me.

The problem with other similar (but less awesome) alternatives? [Compare your offer to alternatives & show why this scarcity will actually benefit THEM – e.g. They just give you access to a bazillion videos and expect you to magically get results. Not this program.]

The catch? I only have a limited-number of slots because I’m only human!

Right now, [#] of the slots are taken up, and I'm looking for another [#] [describe your audience - e.g. entrepreneurs / doctors / lawyers / etc.] to help!

Hop on now before all the slots are taken up... [click here to learn more.](#) [\[link to sales page\]](#)

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #38: The Objections Presented As Hard Lessons Email 1

*Note from Raelyn: Here's the thing. For every product or service that you have, you NEED to know the top 10 objections your potential customers have that stops them from buying. Think: Why will people NOT buy your product?*

*For instance, someone could think that list building is not needed if they want to start a successful online business. It is your job in this email to convince them that list building is absolutely essential if they want to succeed online. Or, an objection someone may have about your weight loss product could be that they don't have the time to spend 5000 hours in the gym. That's where this email will come in to convince them that they actually only need 10 minutes a day to achieve the weight that they want...*

*In this email, we tackle some of these objections and smash through them! The best part? Your subscribers won't even know that you're trying to break their objections... because this email cleverly turns their objections and presents them as lessons you've learned! Plus, your subscribers will still receive a ton of value from this email too.*

**Subject Lines: Hard lessons I've learned about [topic]...**

**Email Copy:**

Hey [First Name],

Today, I would like to talk about [#] of the hardest lessons I have had to learn about [topic] over the years.

Some of them may come as a complete surprise to you.

Some of them may completely change the way you view [topic].

Some of them may give you an "aha" moment that will completely change your life.

## 1. I learned that... [Break through sales objection #1]

I once thought that [the exact objection they have].

One day, I... [tell the STORY of how you came to realize that this objection was not true for yourself. That's the best way to convince someone and bring them to experience the same realization that you now have].

## 2. I learned that... [Break through sales objection #2]

A HARD lesson I learned that completely prevented me from [being successful in topic] was [insert objection #2 here].

Here's the story of how I came to realize the truth - [what's the truth?]:

[tell the STORY of how you came to realize that this objection was not true for yourself. That's the best way to convince someone and bring them to experience the same realization that you had]

## 3. I learned that... [Break through sales objection #3]

Alright, one last hard lesson before we wrap up this email! This is a lesson that changed the trajectory of many of [my students / clients / your own] lives.

And that is... [break through objection #3 here!]

Here's the story of how I came to realize this:

[tell the STORY of how you came to realize that this objection was not true for yourself. That's the best way to convince someone and bring them to experience the same realization that you had]

**What's the biggest lesson you learned in this email?**

And here you go, the [#] hard lessons that I had to learn. But after getting through each of these, I have learned the hard way and now am at [end result]!

Hit reply and let me know! I would love to hear from you. :)

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

## Email #38: The Objections Presented As Misconceptions Email 2

*Note from Raelyn: Similar to the previous email. In this email, we break down sales objections... without your potential customers even knowing that we are doing so! We do this by presenting any sales objections they may have as misconceptions that they have about your topic.*

*For instance, someone could think that list building is not needed if they want to start a successful online business. It is your job in this email to convince them that list building is absolutely essential if they want to succeed online. Or, an objection someone may have about your weight loss product could be that they don't have the time to spend 5000 hours in the gym. That's where this email will come in to convince them that they actually only need 10 minutes a day to achieve the weight that they want...*

**Subject Line: Big Misconceptions About [Topic]**

**Email Copy:**

Hey [first name]!

Today, I would like to share some of the biggest misconceptions of [topic] that I have seen with many of my [clients/students/seen in myself].

These aren't tiny misalignments that don't matter in the grand scheme of things... I'm talking about seemingly benign misconceptions that will adversely affect the entire trajectory of your journey to [end goal].

Interested to hear about them? Read on!

**Misconception #1: [Sales Objection #1]**

[Talk about why this is a misconception. What's the wrong opinion? What's the right mindset to have?]

(E.g. A HUGE misconception I see that people have towards [topic] is thinking that [the wrong belief pattern that results in the objection you are breaking].

Let me tell you the story of how [customer name] had this misconception... but came to realize that in reality, [the truth - break the misconception and replace it with what you want your potential customers to believe so that they will move closer to the sale!])

**Misconception #2: [Sales Objection #2]**



[Talk about why this is a misconception. What's the wrong opinion? What's the right mindset to have?]

(E.g. *In the past, I used to think that... [talk about you having the very same objection as them].*

*However... [tell the story of how you came to overcome this particular objection yourself].)*

### **Misconception #3: [Sales Objection #3]**

[Talk about why this is a misconception. What's the wrong opinion? What's the right mindset to have?]

**What about you, [First Name]?**

Which of these 3 misconceptions do you have? Or do you have more than 1 of these misconceptions?

Hit reply and let me know :)

No worries, I have had all of these misconceptions at some point in my journey to [end goal], so I definitely will not judge you. Let me know!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## **Email #39: Breaking The Time Objection**

*Note from Raelyn: People are busy. One of the biggest objections that you will have to smash through no matter what you are selling is the time objection - "I don't have time for your product / service!"*

*A great way to break this objection is to directly address it and explain how YOUR specific product / service was created to actually SAVE them time. In this email, I have provided a template for you to explain how your particular offer will get them to their desired end result in the shortest time frame possible. With that being said, change this according to how you've designed your specific offer to be a time-saving powerhouse.*

*Some ideas:*

- *Talk about a specific bonus that was specifically created to help shave down the time needed to reach the end result.*

- *Particular lessons/ tutorials/features within what they will be buying that guides them step-by-step so that they save time (as compared to trying to figure it all out themselves).*
- *How your personal support and you guiding them personally will ensure that they get to the end result faster.*
- *How your particular methodology will help them get to the end result so much faster than any other methodology...*
- *And so on...*

## Subject Line: The Odd Thing About Time

### Email Copy:

Hey [First Name],

NOW's the time for you to get [end result], [First Name]...

Don't you think it's funny how people are willing to queue hours for the latest iPhone model, but when someone cuts their line, they get pissed off, even though it's only a few minutes?

Why's that?

***We all know that time is our most valuable asset, and we choose to invest our time in what's important to us.***

Now, I know that getting to [end result] is extremely important to you - and I'm here to help you get to [end result] in the fastest time frame possible.

**In [Offer Name] [link to sales page], I shave off 99% of the time that you'll need to spend in order to get to [end result].**

I'm not just blowing smoke.

Why? I've specifically designed [Offer Name] to save you as much time as possible, because that's the business I am in - I'm not here to provide information, but the TRANSFORMATION - in as little time as possible.

Allow me to explain how I've created [Offer Name] to save you as much time as possible...

[Use whatever is relevant, add pointers that are relevant to what YOU are selling! Most of you won't be using all 3 of these examples, these are just examples]

- 1) **When you join, you will get access to tutorials dedicated to teaching you the most [techy / wordy / technical / hardest / complicated / whatever is relevant to your**

**niche] of [topic].**

I often hear from [clients/students/customers] that the hardest part of [topic] is that they don't know how to...[elaborate]

So, I've specially created [a series of tech tutorials / a dedicated video / a bonus / live coaching calls] to help you get past this without spending weeks getting stuck on this particular hurdle. As far as I know, no other program has this.

This will help you to get to [end result] without wasting unnecessary time trying to [whatever hiccup your dedicated resource solves - e.g. get past the tech].

## 2) **You won't waste days of your life getting stuck....**

When you enroll in [Offer Name], you can hit me up with any questions [via email / in the Facebook group]. After you purchase, I don't just push you into the pool and let you waddle in your own questions.

This saves you an insane amount of time because you could spend [weeks/months/years] every time you get stuck, but now you can get answers to your doubts and questions and get unstuck ASAP!

## 3) **I'll give you the best strategies that get you to [end result] as quickly as possible. [feel free to swap out "strategies" for another word]**

And of course, the strategies in [Offer Name] that I teach work. My methodology is without doubt the fastest way you can get to [end goal] while still maintaining your sanity. Just check out all our testimonials from past customers. [link to sales page with testimonials]

Imagine all the time you will waste on the wrong strategies if you do not get [Offer Name]...

[Offer Name] [link to sales page] will help you to get to [end result] in as little as [insert a reasonable time frame]!

This is a time frame based on past customers. Of course, your own results will vary, but with the help of [your program], many customers have managed to do this in [insert the reasonable time frame again].

And if you choose not to invest, you will probably have to take a [insert much longer time frame] to accomplish the same thing, simply because you don't have the dedicated guidance in the program to do so...

Are you ready to [end result], [First Name]? Make time for what's important!

[Click here to check out \[Offer Name\].](#) [\[link to sales page\]](#)

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #41: The Personalized Version Of The Classic FAQ Email

*Note from Raelyn: The more personalized version of the classic FAQ email. In the classic FAQ email, you showcase a series of questions that a potential customer may have and give them the answers so that they can overcome their doubts / objections. The classic FAQ is great to answer the most common frequently asked questions, but there will definitely be questions people have that you did not cover. In this email template, potential customers get to ASK you their questions directly via messenger, and then you can personally answer them 1:1 via Facebook messenger. This is amazing because you get to answer the specific questions that each potential customer may have directly!*

### Subject Line: Questions?

Hey [First Name]!

I'm on Facebook messenger for the next [#] hours answering any questions you may have about [name of the offer you're selling]!

As you probably know, [Offer Name] is my latest offer that will help you to [end result].

If you want to...

- [end result 1]
- [end result 2]
- [end result 3]

... then you'll need [Offer Name].

To help you... I'm holding a PERSONALIZED "Answer Your Questions About [Offer Name]" SESSION for the next [#] hours.

Do you have a burning question about [Offer Name]?

Have a question that's stopping you from purchasing?

Not sure if it's suitable for you?

Is there anything about [\[Offer Name\]](#) [\[link to sales page\]](#) that you want to clarify with me?

... or anything else that I could help you with?

Hit me up on messenger and I'll answer your question(s).

[Click here to talk to me on Facebook messenger and let's talk!](#) [\[link to your messenger bot\]](#).

Cheers,

[\[Raelyn - add your name here\]](#)

[\[raelyntan.com - add your URL here\]](#)

---

## Email #42: The Problem Awareness Email

*Note from Raelyn: This email is targeted at colder subscribers who are at an earlier stage of the buying journey. These are people who may not even be aware of the problem that your product can help them to solve yet. Typically this is sent BEFORE the launch... way before any of the other sales emails you see here.*

*For instance, you may have a course that teaches people how to use Excel. However, a certain percentage of your subscribers may not even be aware that they need any help with Excel. For instance, if your product/service is positioned to help people multiply their productivity by becoming a pro in Excel shortcuts, some of your subscribers may not have identified Excel as THE bottleneck that is impeding their productivity, nor realize that they need Excel help.*

*This email helps to get them aware of whatever problem you are helping them to solve.*

*Some ideas, depending on your niche:*

- *Talk about the benefits of mastering / accomplishing whatever you are teaching*
- *Talk about the importance*
- *Talk about why they shouldn't delay this any longer*
- *Talk about why their life is bad now because they haven't mastered whatever you are teaching*
- *Talk about how their life will radically change when they take whatever you sell seriously.*

**Subject Line: Why mastering [\[topic\]](#) is absolutely essential**

**Email Copy:**

Hey [First Name],

As you know, I am a [how you describe yourself – e.g. list building strategist] and I help [target audience] to [end goal] with [Offer Name].

Do you...

- [Talk about the problems they face right now so that your subscribers can realize that they have a problem you can solve]
- [Talk about the problems they face right now so that your subscribers can realize that they have a problem you can solve]
- [Talk about the problems they face right now so that your subscribers can realize that they have a problem you can solve]

Over the years, I've interacted with ~[#] number of people who have received help with [topic] and this is how their life has changed:

- [Talk about the benefits / end result of solving the problem that you will help them solve]
- [Talk about the benefits / end result of solving the problem that you will help them solve]
- [Talk about the benefits / end result of solving the problem that you will help them solve]

*I know what you may also be wondering. You're thinking, why is [topic] important to MY life? [rephrase this sentence according to what's relevant for your niche - the idea is to explain WHY it is important that they achieve whatever transformation you will be selling them in the future]*

Here are some reasons why mastering [topic] is absolutely essential:

- **First**, [Give reason #1 explaining why your topic is very important and should be a concern to them]
- **Second**, [Give reason #2 explaining why your topic is very important and should be a concern to them]
- **Third**, [Give reason #3 that your topic is very important and should be a concern to them]

Well, there are many more but these are my top 3 favorites.

What about you, [First Name]?

I hope you have realized that [topic] is important if you want to [ultimate end goal].

Hit reply and let me know your personal WHY behind wanting to [get to end result]!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #43: The Problem Agitator Email

*Note from Raelyn: Once you've piqued their interest and they realize that they have a problem that requires solving / have a desire that they want to meet, you need to agitate the problem / desire that they have. This will cause them to feel the "pain" more acutely / have a stronger desire for what you sell... such that they are willing to pay for it. The truth is that many of us have many problems in our lives that we want to change. We also have many desires and things that we want. But we are NOT buying every single thing that we see, right? You need to agitate a problem before people can get to the point where they want a solution NOW.*

*At times, people would already be looking for a solution and agitating their problem is not needed, but for most people, we don't wake up looking to buy specific things.*

*... and all these happen even before you talk about your solution! Once again, this email is usually sent before the launch.*

**Subject Line: Does This Sound Familiar?**

**Email Copy:**

Do you... [identify the pain that they are currently experiencing]

Would you like to stop... [identify the pain that they are currently experiencing]

Are you [insert a feeling word - e.g. frustrated] with where you are currently when it comes to [problem you are solving]?

Then you'll need to [solve the problem] so that you can [get to the end result they want in their life].

**Here are [#] signs that indicate that you need to [solve the problem they are suffering from]:**

1. [Identify the symptoms / pain points that they are experiencing to further agitate the problem.]
2. [Identify the symptoms / pain points that they are experiencing to further agitate the problem.]
3. [Identify the symptoms / pain points that they are experiencing to further agitate the problem.]



Does this sound familiar? If it's a **YES**, I've got something for you.

[Give them a quick solution/ a few simple tips so that they feel that they have received some value from this email and start seeing you as the expert that can help them get to the end result and solve this pain that you have agitated]

[Click here to read my latest article and learn a nifty tip that will help you to take the first step to \[describe the problem that they have\].](#)

Go ahead, see you in the article!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #44: Give Them a Bonus for Free

*Note from Raelyn: Give them a bonus for free. This bonus is usually a digital product that does not require much resources on your part to fulfill. This does many things: **1)** You provide amazing value and your subscribers are happy. **2)** You give potential customers a chance to trust you and the quality of your products / services. **3)** Your bonus can be designed to clear up one big sales objection that your potential customers may have... usually this is something that will move them closer to the sale. For instance, I sell a list building course Traffic Subscribers Yours, but I could give away a few of these templates that you are looking at. People who get these templates will feel assured that once they get the subscribers onto their list, they will know what to do with them.*

*This email is a straightforward email. You don't beat around the bush but instead tell your subscribers directly that this bonus is meant to be a taste of your paid offer. You are upfront about your intentions behind offering this free bonus - so that they can trust you enough to buy your paid stuff. This helps to plant the idea (even before they consume the bonus) that if they like the bonus, they will like your paid offer too.*

**Subject Line: Giving away this bonus**

**Email Copy:**

Hey [First Name],

I have a big surprise for you. I'm giving away a bonus for free!

As part of [\[Offer Name\]](#) [\[link to sales page\]](#), you get a couple of amazing bonuses. Today, I am giving away ONE of the bonuses to give you a taste of the quality of teaching that you can expect in [\[Offer Name\]](#).

This bonus is the... [\[Bonus Name\]](#)

[\[Bonus Name\]](#) will help you to...

- [\[Talk about how amazing the bonus is so that they are dying to get it\]](#)
- [\[Talk about how amazing the bonus is so that they are dying to get it\]](#)
- [\[Talk about how amazing the bonus is so that they are dying to get it\]](#)

[Click here to download this free bonus.](#) [\[link to bonus\]](#)

This gives you a taste of the kind of quality you can expect in [\[Offer Name\]](#).

I am confident that I can help you to [\[end goal\]](#) with [\[Offer Name\]](#), so after you enjoy the bonus, [do check out \[Offer Name\]](#) [\[link to sales page\]](#) after :-)

Cheers,  
[\[your name\]](#)

---

## Email #45: Why This Is Different Email

*Note from Raelyn: Your potential customers have probably tried many similar solutions in the past, or have done some kind of research to try to get to the end goal... but failed. Talk about why your product/service is different! Your offer should be positioned to be in a completely different league of its own (it doesn't have to be the most expensive, but it has to be different somehow). This could be a different methodology, different structure (e.g. more personal support), different presentation, different concept, ANYTHING you can think of that would make your product / service stand out from the crowd.*

**Subject Line: Our Secret Sauce**

**Email Copy:**

Maybe you have invested in many similar [\[products/systems/programs\]](#) in the past. I'm so tired of hearing about all the black sheep in this industry who promise the world but don't deliver.

This was why when I decided to sell [\[Offer Name\]](#) [\[#\]](#) [\[weeks/months/years\]](#) ago, I wanted [\[offer name\]](#) to be the BEST solution any [\[describe your target audience - e.g. student / engineer / teacher\]](#) can find to get to [\[end goal\]](#).

This meant creating something that was a notch better than everything else out there.

I've designed [Offer Name] to NOT be the same as the rest.

Here's how I've created [Offer Name] to be different from "the rest", [First Name].

- [Describe how what you are selling is different from the rest]

[Why is this difference important and how does this positively impact your future customers?]

- [Describe how what you are selling is different from the rest]

[Why is this difference important and how does this positively impact your future customers?]

- [Describe how what you are selling is different from the rest]

[Why is this difference important and how does this positively impact your future customers?]

Here at [Offer Name], we pride ourselves in being the BEST solution to help you [end goal].

[Insert screenshots of testimonials from happy customers as proof]

I hope to see you inside!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #46: Share Your WHY

*Note from Raelyn: Share your motivation(s) and the story behind WHY you created your product/service. This is very important as it builds trust and cultivates a relationship between not just you and your subscribers, but also between your product /service and your subscribers.*

*Although we CLAIM that we buy things because of the (logical) results we get, we often buy things based on intuition and "feel good" factors as well. For instance, we buy Toms shoes not just because it helps us to walk, but also because the company markets itself as a charitable organization. How does this apply to you? Telling the story behind how your offer was conceptualized helps to add value and personality to your product... for free!*

**Subject Line: The Story Behind [Offer Name]**

## Email Copy:

When I came up with the idea to create [Offer Name] [#] [weeks/months/years] ago, it was because I was so tired of... [tell the story of WHY you created this product/service - what was the gap that needed to be solved?]

## Here's the story of how [Offer Name] came to be:

I remember when... [Tell the personal story behind how you came to create this particular product/service of yours]

At... [Where was it?]

I was so annoyed that... [Was there anything that pushed you to want to create this particular product / service?]

The mission of [Offer Name] is simple... [What's your WHY behind wanting to create this?]

And hence, I hope that [Offer Name] will... [What are your hopes for your product / service?]

## So far, we've impacted [#] customers worldwide:

[insert testimonials or screenshots to build trust]

That's all for now, [First Name]!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #47: Pre-launch Content Email 1

*Note from Raelyn: A great way to build trust with potential customers is through content. This is an email for you to use when you've created pre-launch content and want to pimp it out to your email list. This could be a blog post, video, live stream, podcast episode, etc. Typically, your pre-launch content will talk about your offer at the end of the content. The main objective of this email is to evoke enough curiosity so that your subscribers will click over and consume your pre-launch content.*

## Email Copy:

Hey [First Name],

As you know, we'll be focusing a lot on [topic of your product/service] for this few weeks while [Offer Name] is [currently on sale/open for enrollment].

Many of you have been asking [or change this to the reason behind what got you to create this piece of pre-launch content] for me to create something that will help you to [topic].

I have created a brand new piece of [article/podcast/video] that talks about how you can... [describe the piece of content].

**Here's what you will learn:**

- [Make this super juicy so that they will click over and consume your content]
- [Make this super juicy so that they will click over and consume your content]
- [Make this super juicy so that they will click over and consume your content]

Click here to access [describe content] for free. [link to training]

To your success,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #48: Pre-Launch Content Part 2

*Note from Raelyn: Another simple email that gets your subscribers to click through to your pre-launch content.*

**Subject Line: A great piece of training for you**

**Email Copy:**

Hey [First Name],

As you know, I specialize in [what your product/service is about]. I am currently gearing up and preparing for the [launch/relaunch/open enrollment/big sale/etc] of [Offer Name] next week... so stay tuned!

Meanwhile, here's a training about [topic] that you'll love. It's all about [describe the training].

You need this because... [explain why they absolutely have to consume your training. Get them to click over.]

I am so tired of seeing people [describe symptoms you see of people who don't have this piece of training that your subscribers can relate to]...

[Click here to access the training.](#) [link to free content]

It's 100% FREE. You will love this!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #49: The Quick Win Email - What Can They Achieve As Soon As They Buy?

*Note from Raelyn: Show them the first step of their journey with you. What's the first quick win that people can get after they buy? This helps them to visualize how their journey will be like with you. They realize that, hey - I can actually achieve this particular quick win... it's possible! And it opens up their eyes to the possibilities. For instance, if you help people find their soulmate, the quick win you talk about here is the 5-step process behind how they can get a high-quality date. Talk about how your program focuses on this so that within the first 2 weeks, they are able to go on a date. While someone may have difficulties believing that they could actually find soul mate love with you, it is a lot easier for them to believe that they would be able to find a high-quality date.*

**Subject Line: Your First Quick Win**

**Email Copy:**

Hey [First Name],

In [Offer Name], we are focused on getting you your first quick win.

I would like to share a sneak peek into the very first thing you will get access to once you sign up... which is [what is the quick win they can get?]

As you know, [Offer Name] will help you to [ultimate end goal], and the first step to accomplish that would be to [what's the first quick win they need to get to the ultimate end goal?]

In [Offer Name], we use a [#]-step process to help you to get [the quick win] once you [enroll/purchase/join us/sign up].

We've had so many happy customers who managed to [achieve the quick win] in as little as [time frame].

Here are 3 quick tips we cover in the program that would help you to [get the quick win]:

1. [Give your best tips here to help them have a better idea of how the quick win is accomplished in your product/service. Don't worry - it's only 3 tips out of your entire product / service.]
2. [Give your best tips here to help them have a better idea of how the quick win is accomplished in your product/service. Don't worry - it's only 3 tips out of your entire product / service.]
3. [Give your best tips here to help them have a better idea of how the quick win is accomplished in your product/service. Don't worry - it's only 3 tips out of your entire product / service.]

So yes, see you inside [Offer Name]!

Once you're in, you'll be able to [get the quick win] and then after that, strategically progress to [the ultimate end result they want].

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #50: The #1 Question I Get

*Note from Raelyn: Answer the biggest burning question you get with regard to your product/service. Most importantly, this is a very indirect way of getting your offer in front of your subscribers. You add value to them (by answering a question about the topic that they really want to know about - this could be a sales objection as well) and then end off by talking about your offer in the email too.*

**Subject Line:** The #1 Question I Get

**Email Copy:**

A big question I've been asked a lot is "[insert question here about your offer]".

So what do you think, [First Name]?

To start, it is important to understand the reason why this question is being asked so often in the first place.



It is because [why would anyone even have this question in mind? Is it because there is too much information? Has someone been spreading false information? Or is it just very technical and difficult to reach the right answer?]

**Here's the thing...**

**[explain your answer to the question, allay fears, build trust in your offer].**

For those of you that haven't heard of [Offer Name] yet...

[Offer Name] is my [describe your offer - e.g. best-selling product/signature course/high-touch 1:1 program/ step-by-step system] that will help you to [end goal].

**Here are the results you will achieve if you follow what we say in [Offer Name]:**

- [Result #1]
- [Result #2]
- [Result #3]

... and these are just the tip of the iceberg, [First Name]. With [Offer Name], you will be able to repeat the process I teach over and over again - for the rest of your life.

**Imagine if you can wake up every day and feel...**

- [Talk about how their lives will be like - focus on how they will feel]
- [Talk about how their lives will be like - focus on how they will feel]
- [Talk about how their lives will be like - focus on how they will feel]

Wouldn't that be amazing?

Click here to check out [Offer Name]. [link to sales page]

I can't wait to see you inside!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

## Email #51: Your Story + Transformation

*Note from Raelyn: The best way to show a subscriber how his life can change is to tell the story of how YOUR life has changed as a result of what you sell. This also establishes your authority because "if she did it, she can help me to do it too!"*

*It is important not to just talk about the AFTER state that you are in, but also how you were like BEFORE, because this is what your subscribers will relate to more. As you may have heard, facts may tell, but stories sell!*

**Subject Line:** [Describe the end result you have now that your subscribers want]

**Email Copy:**

Hey [First Name]! It's [Your Name] here.

I will always remember a particularly depressing night years and years ago – [talk more about how you were like before. Describe the symptoms that your subscribers can relate to now]

[Elaborate on your BEFORE story. Make them feel that you can relate to how they are like]

**Why was nothing working for me?**

I had spent so long trying to... [what did you try that didn't work?]

It didn't take a genius to know that I wouldn't [achieve end goal]. [Talk about the dire situation you were in]

I had no one to guide me and was trying to "figure it out on my own." I had no resources to teach me what to do.

**I faced a couple of (very common) problems:**

- [Talk about all the problems they are facing now that they can relate to]
- [Talk about all the problems they are facing now that they can relate to]
- [Talk about all the problems they are facing now that they can relate to]

Did I give up? Thankfully, no. Instead, I wholeheartedly devoted myself to learning the best ways to [end goal]

Thank God I did not give up! Because if I did, I definitely wouldn't be where I am today.

In fact, I would probably be [where would you be now instead if you didn't go on this journey?] if I had thrown in the towel.

Because look at what happened after I started to **[implement / use] [the strategies/concepts/methodology/system/product of whatever you are selling]**

**[Elaborate on your amazing results]**

Every month since, I have been ... **[talk about how you are achieving even better results right now]**

- I would go on to... **[talk about how it's like achieving the results you have achieved]**
- I have been featured at... **[talk about how it's like achieving the results you have achieved]**
- I now... **[talk about how it's like achieving the results you have achieved]**
- I feel... **[talk about how it's like achieving the results you have achieved]**

Do you want to **[whatever the result is that they want]**?

**[Offer Name]** contains the exact secret I used to get me to **[where you are - the results that they want]** today. I hold nothing back.

In fact, **[Offer Name]** is hyper-focused on one goal and one goal only - to get you to **[the end result you can get them]** in the fastest, most strategic way possible.

If you are tired of trying to figure out how to **[problem you solve]**, **[Offer Name]** is the solution for you.

It is a complete step-by-step system that will get you from **[before state]**, to **[after state]**.

**Sounds good? Hop on right now because over \$[#] of bonuses will expire in [#] hours :)**

**[insert timer]**

If you purchase **[Offer Name]** within the next **[#]** hours, you will also get a special bundle offer containing over **\$[#]** worth of bonuses.

These limited-time special bundle bonuses expire in **[#]** hours:

- **Limited-time Bonus #1 - [Bonus Name] (VALUE: \$[#]):** **[Describe Bonus #1 - What do they get? What is the main benefit the bonus brings?]**
- **Limited-time Bonus #2 - [Bonus Bonus Name] (VALUE: \$[#]):** **[Describe Bonus #3 - What do they get? What is the main benefit the bonus brings?]**

Check them out and enroll in **[Offer Name]** they expire here. **[link to sales page]**

You should probably act now or you may just accidentally miss out on all these finger-licking good bonuses!

Time is running out, [First Name]. Get the course at the current price before over \$[#] worth of bonuses expire for good. :)

If you have been thinking about getting this, now's the time.

See you on the other side! [\[link to sales page\]](#)

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #52: Beta Testers Needed!

*Note from Raelyn: A great way to kick-start any product/service is to take in a round of beta students to get some testimonials first. These beta testers will go through your offer, give you valuable feedback, AND give you a raving testimonial that you can use in the future. This email helps you to get beta testers. Note: You probably want to send this to existing customers or a small segment of your list only - and do this only for products that are digital and/or are at a lower price point.*

**Subject Line: Beta Testers Needed!**

**Email Copy:**

Hey [First Name],

I hope that you've been well!

I thought about extending this to you since you're a valued subscriber. :)

Not sure if you want to beta test my upcoming [\[describe what you want to give them access to\]](#) for free?

I'm actually just ready to launch [\[Offer Name\]](#) right now and need beta reviewers.

[\[insert an attractive image of your offer to get your subscribers excited\]](#)

[\[Offer Name\]](#) consists of:

- [Describe all the amazing things they will get if they agree to be a beta tester]
- [Describe all the amazing things they will get if they agree to be a beta tester]
- [Describe all the amazing things they will get if they agree to be a beta tester]

Would you like to get early access to the full [Offer Name] (just need a video testimonial)! I will be selling it for somewhere between \$[#] - \$[#].

Let me know soon because I only have a couple of slots for this and need people to quickly access it, use it, and say something nice about it (if you like it) within a week from now! :)

Don't worry, it's just a short one that won't even take 5 minutes of your time (recommended video length is 1 - 3 minutes). You can record from your computer or phone very easily. I'll provide guiding questions too.

Just hit reply to this email and let me know if you're interested!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #53: I'll Tell You The #1 Thing YOU Must Do Now To Get [Result] (For High Ticket Offers Only)

*Note from Raelyn: As a hook to get people who are on your list to talk to you, promise to give them the #1 thing they have to do now to get to their end goal. This opens up the opportunity for people to start talking to you, where you can talk to them more and explain how your products or services will impact them... while providing some value to them. This works for digital products of a higher price point, 1:1 services, or group coaching.*

**Subject Line: I'll Tell You The #1 Thing YOU Must Do Now To Get [Result]**

**Email Copy:**

Hey [First Name],

What I've come to realize is that when it comes to [topic], there are several "keys" in your [topic] journey that will make the biggest difference when it comes to helping you [end goal].

This is the 80/20 rule in action. In reality, only a few things you do would determine the success of your [whatever they are working on].

Talk to me and I'll identify what is the biggest thing YOU have to do now to [end goal] now.

Here's how it works:

- We get on a FREE call, and I'll look over your [whatever you help them look over - e.g. business, garden, crafting journey, language proficiency] and tell you what's the #1 thing you can do now to [end goal].
- You get insight and will leave the call with a solid actionable strategy that you can implement into your [business/life/fitness routine/etc]
- If we are a good fit for each other, we'll talk a little about how we can work together.

Sounds good?

[Click here to book a time now!](#) [link to scheduler]

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---

## Email #54: Apply Now - The I Don't Work With Everyone "Pre-Qualifier" (For High Ticket Offers Only)

*Note from Raelyn: Use this email to create a sense of exclusivity around what you offer. In this email, you talk about how you don't work with everyone and that you work tirelessly to pre-qualify and verify that people are suitable for your program before accepting them. You talk about who you are looking for. The idea is to call out people you want to work with to get their attention and interest. Direct them to your Facebook messenger and continue the sales process from there. The most effective way to convert subscribers into customers is to talk to them personally. However, this will only make sense (logistically) if you are selling something that is more expensive.*

**Subject Line: I'm looking for a very specific type of person...**

**Email Copy:**

I'm looking for a very specific type of person to work with, [First Name].

After [#] years of working together with [describe who you are working with, e.g. students / entrepreneurs / marketers / teachers / doctors / etc.], I know the kind of person that my experience & skills can best help.

And today, I am looking for 5 amazing humans to fill up the last 5 slots in my [describe your offer – e.g. coaching program/group coaching program/course/event/etc].

I am not afraid to turn away people because my programs are usually oversubscribed. Plus, I have found that pre-qualifying people beforehand is the best way to ensure that I get people results - instead of accepting everyone, I look through each student's profile to make sure that they are suitable for the program FIRST.

It's a win-win because you don't sign up for something that can't help you, and I don't work with a person that I don't feel 100% good about.

**I am looking for someone who is:**

- [Describe how they are like. Go into the details.]
- [Describe how they are like. Go into the details.]
- [Describe how they are like. Go into the details.]

**If you want to:**

- [What will your ideal customers want?]
- [What will your ideal customers want?]
- [What will your ideal customers want?]

**I am NOT looking for:**

- [Describe how they are not like. Go into the details.]
- [Describe how they are not like. Go into the details.]
- [Describe how they are not like. Go into the details.]

My [describe your offer] will help [describe who your ideal customers are] to achieve the end goal.

We do this by... [talk a little about your offer]

Does the above depiction sound like you? If so, you may be who I am looking for, and I am the person that can help you.

Click here to talk to me and let's double verify that you are a good fit! [link to messenger bot / scheduler / sales page]

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]

---



## Email #55: Apply Now - Let Me Tell You If You Are Suitable “Pre-Qualifier” (For Low-Ticket Offers Usually)

*Note from Raelyn: This email is a permutation of Email #54, except that instead of doing the pre-qualification process 1:1, you take people to a messenger bot that will ask them qualifying questions automatically. Hence, you don't have to talk to a single person and the bot can do the qualifying job for you. You can set one up with Manychat or a similar software. At the end of the bot quiz, if they qualify, they can be automatically directed to the sales page, or taken to schedule a call with you. Sometimes, people need reassurance that your offer “will work” for their specific situation, so this quiz helps you to allay those fears.*

*This email is the “tech-savvy” alternative to Emails #53 and #54 if you have a cheaper offer that does not require you to speak to prospects 1:1 in order to close the sale.*

**Subject Line: “Will This Work For Me?”**

**Email Copy:**

Hey [First Name],

My signature [describe your offer] is open. I've designed a special quiz that will help you see if you are suitable for [Offer Name].

I am looking for only [#] people to help this quarter... and over [#] weeks, we will work together to [talk about the amazing end result they can achieve].

- You will [result #1]
- You will [result #2]
- You will [result #3]

I only want to [sell to / work with] people I am sure I can help, so that's where my nifty [name your quiz with a cool name] quiz comes in to check if you are suitable for the program.

Click here to take a quiz and let's see if [Offer Name] can help you! [link to messenger bot]

You will be taken to my messenger bot. See you there!

Cheers,

[Raelyn - add your name here]

[raelyntan.com - add your URL here]